

Exploring the Impact of Live Streamer Attributes on Consumer Purchase Intention: An SOR-Based Perspective

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Abstract

With the rapid growth of e-commerce live streaming, live streamer characteristics have emerged as crucial drivers of consumer purchase intention. Grounded in the SOR theory, this study explores how the attractiveness, interactivity, and professionalism of live streamers impact consumer purchase behavior through the mediating roles of perceived value and trust. Data were gathered via a questionnaire survey, and analyses were conducted using SPSS 26.0 and AMOS 26.0 to test the proposed hypotheses. The findings indicate that streamer attractiveness, interactivity, and professionalism significantly enhance perceived value, while interactivity and professionalism also strengthen consumer trust. Although attractiveness does not directly affect trust, perceived value mediates the relationship between attractiveness, interactivity, professionalism, and purchase intention. Trust further mediates the effects of interactivity and professionalism on purchase intention. These results underscore that interactivity and professionalism play pivotal roles in boosting purchase intention by enhancing perceived value and trust, whereas attractiveness influences purchase behavior primarily through perceived value. This study highlights the critical pathways through which live streamer traits shape consumer purchasing decisions in e-commerce.

Keywords: Live Streamer Characteristics, Perceived Value, Trust, Purchase Intention, Sor Theory

Introduction

In recent years, e-commerce live streaming has become a significant global economic and social phenomenon. According to the "2023 China E-commerce Marketing Trends and Growth Strategy Report" published by iResearch, the e-commerce live streaming market in China reached 4.57 trillion yuan in 2023, with a year-on-year growth of 30.4%. This shopping method is becoming the preferred choice for an increasing number of consumers, significantly changing their shopping habits and experiences. Compared to traditional e-commerce websites, e-commerce live streaming delivers product information more quickly and intuitively, while enhancing consumer enjoyment and purchase intention through virtual experiences. In this context, live streamers effectively convey product information to consumers through diverse interactions and scenario-based presentations, subtly increasing the attractiveness of the products (Gao & Wang, 2024). Additionally, streamers' personal

characteristics, such as humorous styles, unique talents, or distinctive language, play an important role in enhancing consumer trust and purchase intention (Wei, Li, & Liu, 2022). Therefore, streamer characteristics have become key factors that significantly influence consumer purchase intention.

Although existing research has extensively examined online live streaming, e-commerce live streaming, and the characteristics, advantages, and disadvantages of live streamers, as well as strategies for platform development (Wang et al., 2022), studies on e-commerce live streaming have primarily focused on marketing models and platform governance. Systematic reviews and in-depth exploration of streamer characteristics and their influence on consumer purchase intention remain relatively scarce (Wei et al., 2022). Given that many streamers struggle to attract viewers and improve conversion rates during live streaming, this study aims to systematically review and categorize streamer characteristics to gain a comprehensive understanding of their impact on consumer behavior. Based on the SOR theory, this study conducted an empirical analysis to explore the mediating role of perceived value and trust between live streamer characteristics and consumer purchase intention. It reveals how live streamer characteristics enhance perceived value and trust, thereby further stimulating consumer purchase intention.

Literature Review and Theoretical Framework

Streamer Characteristics

In e-commerce live streaming, streamers serve as the key link between consumers and merchants, possessing the ability to thoroughly understand and introduce the products they sell. They attract and maintain consumers' attention by sharing usage experiences and interacting in real time, recommending cost-effective products (Zhao & Feng, 2021). As e-commerce live streaming continues to develop, the role of streamers has become increasingly important, particularly their attractiveness, which plays a central role in enhancing audience engagement and purchase intention (Zhang, 2024; Jing, 2023). The unique charm of streamers not only enhances consumers' awareness of the products but also stimulates their purchasing behavior (Liu et al., 2020). In addition to physical appearance, this study further expands the dimensions of attractiveness to include voice and personality, aiming for a more comprehensive understanding of streamer attractiveness.

Interactivity is a prominent feature of e-commerce live streaming. Through real-time and visual streaming, streamers engage deeply with consumers, providing instant feedback and effectively addressing consumer questions (Chen & Cui, 2023). This direct communication not only deepens consumers' understanding of the products but also enhances the utilitarian and entertainment value of the shopping experience (Jing, 2023; Liu et al., 2020). To accommodate different live streaming scenarios, this study categorizes interactivity into three dimensions: effectiveness, timeliness, and inclusiveness.

In consumer purchase decisions, professionalism of the streamer is crucial for eliminating doubts and building trust. Streamers with extensive professional knowledge can provide comprehensive and detailed product introductions, thereby influencing consumer purchasing behavior (Yin & Wang, 2022; Guo, 2021). The streamer's professional presentation skills and objective recommendations are also essential, further enhancing their credibility and the audience's purchase intention. Therefore, this study identifies professionalism as

encompassing three aspects: professional knowledge, presentation skills, and objective recommendations.

Perceived Value

Perceived value is a key factor in assessing how customers evaluate products. With the rapid growth of online shopping, many scholars have incorporated perceived value into the study of online consumer behavior. In the context of e-commerce live streaming, the value consumers derive from live streams can be categorized into two types: perceived entertainment value and perceived utilitarian value.

Perceived entertainment value refers to the pleasure consumers experience while watching live streams, which is closely tied to their personal experiences and the emotional value provided by the product or service (Gao, 2020). Many consumers watch live streams not only for shopping but also to seek entertainment and relaxation, relieving life's stresses (Lian & Fu, 2022). Streamers enhance this experience by providing consumers with novel and enjoyable shopping experiences through real-time interaction and visual presentations (Zhao & Wang, 2021). Additionally, the streamer's physical attractiveness can further increase consumers' enjoyment, thereby enhancing perceived entertainment value (Liu et al., 2020).

Perceived utilitarian value refers to consumers' evaluations of the price, functionality, and practicality of a product (Gao, 2020). Streamers typically provide detailed product introductions, helping consumers gather useful information and save time and effort in making purchase decisions (Liu et al., 2020). The more professional the streamer, the more detailed the product information, and the higher the perceived utilitarian value (Zhao & Wang, 2021). At the same time, real-time interaction not only deepens consumers' understanding of the product but also reduces perceived risk, further enhancing perceived utilitarian value. Consumers' trust in the streamer can also translate into trust in the recommended products, as they perceive the prices to be reasonable and the products to be safe, thus increasing utilitarian value (Zhang, 2023). Therefore, this study considers perceived value as a mediating variable, exploring how streamer characteristics influence consumer purchase intention through perceived value.

Trust

Trust is generally defined as an individual's reliance on others. In the field of e-commerce live streaming, research typically focuses on how the characteristics of the live streaming environment and the personal attributes of streamers influence consumer trust. For example, Liu et al. (2020), using the Stimulus-Organism-Response (SOR) model, explored how live streaming characteristics such as authenticity and visibility impact consumer purchase behavior, finding that these features significantly enhanced consumer trust, thereby promoting purchasing behavior. Similarly, Liu (2020), applying the AISAS marketing theory, studied the consumer decision-making process in live streaming scenarios and emphasized the central role of trust in purchase decisions. Xu (2021) found that the more well-known and influential a streamer is, the higher the level of consumer trust. Furthermore, consumer trust in streamers and their recommended products is primarily based on the streamer's professional knowledge and reliability. Streamers' expertise allows them to accurately assess product quality, which helps alleviate information asymmetry and increases consumer purchase intention (Wei et al., 2022).

Although existing studies have explored the factors that influence consumer trust and analyzed the role of trust in forming purchase intention, the specific mechanisms of trust in the live streaming environment remain under-researched. Therefore, this study analyzes the relationship between live streamer characteristics and consumer purchase intention by considering trust as a mediating variable, aiming to reveal the underlying mechanism of this interaction.

Purchase Intention

Purchase intention refers to the potential likelihood of consumers purchasing a product (Terblanche, Boshoff, & Human-Van Eck, 2023). In examining the relationship between streamer characteristics and consumer purchase intention, existing studies often explore this connection through mediating variables. For instance, Liu et al. (2020), using structural equation modeling (SEM), found that influencer characteristics influence purchase intention through perceived utilitarian and hedonic value. Liu et al. (2020), from the perspective of consumer emotions, analyzed how consumer arousal, enjoyment, and trust serve as mediators, triggering impulsive consumption and promoting purchasing behavior. Meng et al. (2020) classified different types of streamers and studied the effects of various streamer characteristics on purchase intention. They found that social presence, as a perceived emotion, indirectly enhances purchase intention by increasing consumer identification.

Purchase intention is not only an internal psychological state of consumers but also a critical research indicator in the e-commerce live streaming environment. In practical applications, accurately assessing consumer purchase intention and its behavioral manifestations is a key issue in current research. Therefore, this study further explores how the characteristics of live streamers influence consumer purchase intention.

Theoretical Framework

The Stimulus-Organism-Response (SOR) theory, proposed by Mehrabian et al. in 1974, explores how individuals' psychological and cognitive reactions (Organism) to external stimuli (Stimulus) influence their behavior (Response) from the perspective of environmental psychology. This theory has been widely applied in analyzing individual decision-making behavior (Zhao & Wang, 2021). For example, Tian (2023) examined how intrinsic factors, marketing stimuli, and external stimuli affect consumers' perceived and cognitive value, finding that these factors significantly promoted impulsive shopping behavior among online consumers. Liu et al. (2018) validated the positive impact of online shopping festival characteristics on impulsive shopping behavior using the SOR theory. Li et al. (2020) explored consumer participation behavior in community group buying, further confirming the applicability of the SOR theory. Chen (2022), using the fashion industry as an example, studied how factors such as streamer characteristics, store features, consumer reactions, and product attributes influence consumers' perceived value and trust, thereby affecting purchase intention.

In this study, the SOR theory is applied by considering streamer attractiveness, interactivity, and professionalism in live streaming as stimulus variables. Perceived value and trust are regarded as organism changes, and consumer purchase intention is the final response. This study aims to explore how streamer characteristics in live streaming influence consumer

purchase intention, and based on this, a theoretical framework has been constructed (as shown in Figure 1).

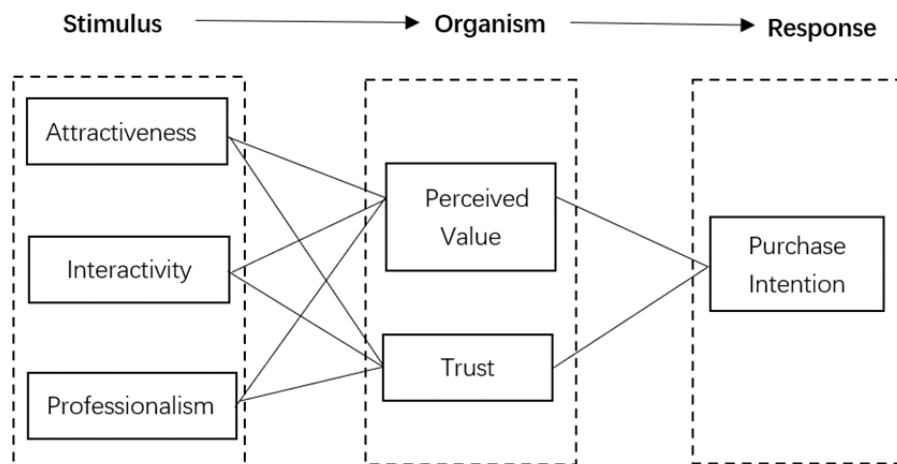


Figure 1. Theoretical Framework

Research Hypotheses

This study divides live streamer attractiveness into three dimensions: physical attractiveness, vocal attractiveness, and personality attractiveness. First, physical attractiveness enhances viewers' favorable impressions through visual impact, adding aesthetic value to the live shopping experience and stimulating consumers' pleasure and satisfaction (Ladhari et al., 2020). This positive emotional response helps strengthen consumers' perceived utilitarian value, thereby promoting their purchase intention (Huang, Ye, & Wang, 2023). Second, a standard and pleasant voice can effectively capture consumers' attention, enhance their trust, and increase perceived value (Sanusi et al., 2022). Additionally, an outgoing and cheerful streamer creates a relaxed and enjoyable live streaming atmosphere, fostering emotional connections with consumers and thus improving perceived utilitarian value (Li & Li, 2022). Based on the above analysis, this study proposes Hypothesis H1a:

H1a: Live streamer attractiveness positively influences perceived value.

Furthermore, live streamer attractiveness can reduce consumers' perceived risk and enhance their trust in the streamer (Heo et al., 2020). Strong physical attractiveness increases viewers' favorability, leading them to make positive evaluations of the streamer and the recommended products, thereby enhancing trust (Huang, Deng, & Xiao, 2021). A high-quality voice can also subtly strengthen consumer trust in the streamer, playing a key role in driving purchase behavior (Sanusi et al., 2022). An amiable and positive personality makes the streamer more likable, further boosting trust in both the streamer and their recommended products (Li, 2021). Therefore, this study proposes Hypothesis H1b:

H1b: Live streamer attractiveness positively influences trust.

In this study, live streamer interactivity is categorized into interaction effectiveness, interaction timeliness, and interaction inclusiveness. Interaction effectiveness not only involves detailed product descriptions and thorough explanations but also includes precise

responses to consumer questions (Liu, Zhang, & Wang, 2024). Effective interaction enhances the user's shopping experience and increases consumer pleasure and satisfaction (Liu et al., 2020). Interaction timeliness refers to the quick responses of the streamer to consumer inquiries. Through real-time interaction, streamers can effectively improve the sense of engagement and enjoyment among their audience, thereby enhancing perceived value (Khoi et al., 2023). In today's fast-paced internet environment, consumer needs are constantly evolving, and the timely responses of streamers directly influence consumer satisfaction (Merritt et al., 2022). Interaction inclusiveness requires streamers to demonstrate excellent professional skills and improvisation abilities during interactions. In summary, this study proposes Hypothesis H2a:

H2a: Live streamer interactivity positively influences perceived value.

Effective interaction not only provides consumers with substantial help but also enhances their trust in the streamer (Zhao & Wang, 2021). Research has shown that effective interaction between streamers and consumers promotes consumers' understanding of both the products and the streamer, thereby increasing trust (Khoi et al., 2023). Real-time interaction allows consumers to receive more targeted product information, enhancing the live streaming experience and boosting trust in the streamer (Yin & Wang, 2022). Moreover, when streamers seamlessly integrate product information while addressing consumer inquiries, it not only maintains the flow of the live stream but also improves consumer awareness of the product, further strengthening trust (Merritt et al., 2022). Based on these perspectives, this study proposes Hypothesis H2b:

H2b: Live streamer interactivity positively influences trust.

This study divides live streamer professionalism into three key dimensions: professional knowledge, professional presentation, and objective recommendations. Professional knowledge refers to the streamer's familiarity with the product and their mastery of relevant expertise (Boonchutima & Surakanon, 2023). Streamers with extensive professional knowledge can provide more detailed explanations of product characteristics, allowing consumers to gain more perceived utilitarian value (Joo & Yang, 2023). The more professional knowledge a live streamer possesses and the more detailed their product descriptions are, the more valuable information consumers can obtain from the live stream (Zuo & Li, 2023). Professional presentation refers to the streamer's ability to demonstrate the product during the live stream. Lively demonstrations and real-life experiences can increase audience interest and enhance their enjoyment (Merritt et al., 2022). Effective demonstrations not only compensate for the limitations of online shopping but also increase consumers' perceived entertainment value (Zheng, 2022). Finally, objective recommendations mean that the more authentic the information provided by the streamer and the more impartial their promotional methods, the more accurate product information consumers receive (Zhao & Wang, 2021). Based on this, this study proposes Hypothesis H3a:

H3a: Live streamer professionalism positively influences perceived value.

During e-commerce live streaming, many consumers often hesitate and feel uncertain about making purchases due to a lack of product-related information (Joo & Yang, 2023). At this

point, streamers, with their professional knowledge, can significantly reduce consumers' uncertainty during the shopping process, thereby earning their trust (Zuo & Li, 2023). Furthermore, high-quality professional presentations can enhance consumers' recognition of the streamer's professionalism, further boosting trust (Wei et al., 2022). When streamers convey product information impartially and objectively, it reduces consumers' doubts about the authenticity of the information, thereby increasing consumer trust (Wongkitrungrueng et al., 2020). Therefore, this study proposes Hypothesis H3b:

H3b: Live streamer professionalism positively influences trust.

This study explores the influence of perceived entertainment value and perceived utilitarian value on purchase intention from two dimensions. In offline shopping, consumers often experience pleasure when faced with a variety of products, and this positive emotional experience makes purchase behavior more likely to occur. Similarly, in online shopping, a pleasant and relaxed browsing experience can also enhance consumers' purchase intention (Meng et al., 2020). In the e-commerce live streaming environment, under the guidance of streamer characteristics, consumers often experience emotions such as pleasure, curiosity, and interest (Joo & Yang, 2023). In e-commerce live streaming, streamers typically possess extensive product knowledge and usage experience, and their recommendations provide consumers with detailed product information, meeting their utilitarian needs and thus enhancing purchase intention (Zhang, Zhang, & Zhao, 2021). When introducing products, streamers usually explain the product's features, ease of use, and related services in detail. Through professionalism and detailed explanations, streamers can provide consumers with sufficient product information, increasing perceived utilitarian value (Rasool et al., 2023). Therefore, this study proposes Hypothesis H4:

H4: Perceived value positively influences purchase intention.

In e-commerce live streaming, consumer trust has gradually been recognized as an important factor influencing purchasing decisions (Wongkitrungrueng et al., 2020). Trust in the streamer, brand, and product can reduce doubts and uncertainties during the purchase process, thereby increasing purchase intention (Yin & Wang, 2022). Research shows that the higher the consumer's trust in the streamer, the more likely they are to develop purchase intention while watching the live stream (Chandrruangphen et al., 2022). The decision-making process for consumers when watching live streams is relatively complex, as they face higher uncertainty and perceived risk, but trust can help reduce decision-making costs, thereby enhancing purchase intention (Wei et al., 2022). Therefore, this study proposes Hypothesis H5:

H5: Trust positively influences purchase intention.

During live streaming, the streamer's sustained attractiveness continuously enhances viewers' sense of immersion and enjoyment, thereby strengthening the connection between consumers and the live streaming platform. This process increases consumers' perceived entertainment value, which positively influences their purchase intention (Wang, 2023). The streamer's physical attractiveness and vocal charm can establish strong emotional bonds with consumers, making them more engaged and enjoying the live streaming experience. This

emotional connection not only enhances consumers' perceived entertainment value but also indirectly boosts their purchase intention (Dabbous & Barakat, 2020). Additionally, when streamers accurately and thoroughly convey product information, consumers' perceived utilitarian value increases, which further stimulates their purchase intention (Akram et al., 2021). In summary, this study proposes Hypothesis H6:

H6: Perceived value mediates the relationship between live streamer attractiveness and purchase intention.

Live streamer professionalism is reflected in their deep understanding of products and mastery of domain-specific knowledge. The more professional the streamer, the more detailed their product descriptions, and the more valuable information consumers receive from the live stream, making them more likely to develop purchase intention (Zuo & Li, 2023). By providing professional and reliable product information, streamers help consumers gain a deeper understanding of the product, enhancing their perceived product quality, thereby increasing perceived utilitarian value (Huang et al., 2023). Furthermore, the diverse demonstrations and performances by streamers during the live stream provide consumers with a relaxing and enjoyable viewing experience, which also increases perceived entertainment value and indirectly boosts purchase intention (Jing, 2023). In summary, the study proposes Hypothesis H7:

H7: Perceived value mediates the relationship between live streamer professionalism and purchase intention.

Perceived value plays an important mediating role between live streamer interactivity and purchase intention (Apasrawirote & Yawised, 2022). Through continuous interaction, streamers can enhance users' sense of immersion and enjoyment, increasing their engagement with the live streaming platform, thereby promoting the formation of purchase intention (Joo & Yang, 2023). When streamers actively interact with consumers, respond to comments and questions in a timely manner, and even engage in lively discussions, this interaction increases consumer engagement, making them feel valued and understood. This emotional connection not only enhances consumers' perceived entertainment value but also further increases their purchase intention (Zhao & Wang, 2021). Additionally, real-time information exchange and feedback deepen consumers' understanding of product utility and functionality, increasing perceived utilitarian value and thus stimulating consumers' purchase desire (Jing, 2023). Based on this, the study proposes Hypothesis H8:

H8: Perceived value mediates the relationship between live streamer interactivity and purchase intention.

Consumer trust refers to the recognition and confidence consumers have in a brand or product, reflecting their overall evaluation of the brand's products or services (Nasir et al., 2020). During live streaming, the attractiveness of the streamer can subtly evoke consumers' trust in the streamer and the recommended products, thereby promoting an increase in purchase intention (Li & Yan, 2023). The stronger the streamer's attractiveness, the higher the consumer's favorability and attention towards the related brand and products, leading to

a sense of recognition and trust, which is more likely to enhance purchase intention (Jing, 2023). Therefore, the study proposes Hypothesis H9:

H9: Trust mediates the relationship between live streamer attractiveness and purchase intention.

During live streaming, consumers often hesitate, doubt, or experience distrust due to their limited product knowledge when they encounter a product description or image. However, streamers with professional knowledge, through their own investigation and experience, can provide a more comprehensive and professional interpretation of the product. Detailed product explanations generate consumer recognition and trust, dispelling doubts and enhancing purchase intention (He & Ye, 2023). The streamer's in-depth explanation of the product and high-quality service attitude help boost consumer trust, which further influences purchase intention (Wei et al., 2022). Therefore, the study proposes Hypothesis H10:

H10: Trust mediates the relationship between live streamer professionalism and purchase intention.

High interactivity shortens the psychological distance between the streamer and consumers, helping to establish close relationships, increasing mutual trust, and boosting consumer purchase intention (Wei et al., 2022). During live streaming, streamers who actively communicate and engage with consumers, understand their needs, and respond accordingly can effectively gain consumer trust. This trust is the foundation for developing purchase intention (He & Ye, 2023). Additionally, an interactive live streaming environment effectively resolves consumer concerns, building a bridge of trust between the streamer and the consumer, which plays a significant role in promoting purchase intention (Harrigan et al., 2021). In summary, the study proposes Hypothesis H11:

H11: Trust mediates the relationship between live streamer interactivity and purchase intention.

Questionnaire Design and Data Collection

To ensure the reliability of the questionnaire, this study referred to well-established scales from existing research and made corresponding adjustments based on the characteristics of e-commerce live streaming, resulting in the initial questionnaire. A pilot survey was then conducted with a small sample, and the questionnaire content was revised based on the pilot results, leading to the final version of the questionnaire. The final questionnaire consisted of four parts: an introduction, qualification screening, a survey on the factors influencing consumer purchase intention based on live streamer characteristics, and personal demographic information. The introduction provided an overview of the survey and instructions for answering the questions. The qualification screening was used to filter out respondents who did not meet the criteria, ensuring the authenticity of the sample data. The section on factors influencing consumer purchase intention based on live streamer characteristics used a 5-point Likert scale to measure six variables, with a total of 34 measurement items. The personal demographic information section collected data on respondents' gender, age, education level, occupation, monthly income, and other relevant details.

Data collection for this study took place from March to June 2024. The questionnaire was distributed and collected via the Wenjuanxing platform, with a total of 590 questionnaires distributed. After excluding invalid questionnaires, such as those with excessively short response times or contradictory answers, 511 valid responses were obtained, resulting in an effective rate of 86.6%, which meets the basic requirements for further analysis.

Data Analysis

Sample Description

The survey results were shown in Table 1. The total sample size was 511 participants, with a relatively balanced gender distribution: 248 males (48.5%) and 263 females (51.5%). The majority of respondents were aged between 30-39 years (31.7%) and 20-29 years (28%), reflecting that middle-aged and young adults were the primary consumer groups for e-commerce live streaming, which aligned with market trends. In terms of educational background, 29% of respondents had an education level of junior college or below, 48.1% held a bachelor's degree, while 14.1% had a master's degree and 8.8% had a doctoral degree, indicating that the respondents generally had a high level of education. The majority of respondents were students (38.9%) and employees of private enterprises (24.7%). In terms of income, 44.2% of the participants had a monthly income between 3001-5000 yuan, representing the main income range. Regarding the length of exposure to e-commerce live streaming, 41.7% of respondents had been exposed to it for 1-3 years, while 32.7% had been exposed for 3-5 years, indicating the rapid growth of e-commerce live streaming in recent years. These sample characteristics demonstrated that the survey had high representativeness.

Table 1

Demographic Characteristics of the Respondents

Characteristics	Measurement Items	Sample Size	Percentage (%)
1. Gender	Male	248	48.5
	Female	263	51.5
2. Age	Under 19	58	11.4
	20 – 29	143	28
	30 – 39	162	31.7
	40-49	57	11.2
	50 – 59	69	13.5
	60 or above	22	4.3
3. Education Level	College or below	148	29
	Bachelor's degree	246	48.1
	Master's degree	72	14.1
	Doctoral degree	45	8.8
4. Occupation	Student	199	38.9
	Government employee	45	8.8
	Public institution employee	40	7.8

	State-owned enterprise employee	45	8.8
	Private enterprise employee	126	24.7
	Self-employed	33	6.5
	Others	23	4.5
5. Monthly income (in RMB)	Below 1000	40	7.8
	1001-3000	160	31.3
	3001-5000	226	44.2
	5001-8000	49	9.6
	Above 8000	36	7
6. Duration of exposure to e-commerce live streaming.	1 year or less	84	16.4
	1-3 years	213	41.7
	3-5 years	167	32.7
	Above 5 years	47	9.2

Reliability and Validity Tests

The reliability of the collected questionnaire data was tested using SPSS 26.0. The analysis results are shown in Table 2. The overall reliability of the questionnaire reached 0.895. The reliability analysis results for attractiveness, professionalism, interactivity, perceived value, trust, and purchase intention ranged between 0.847 and 0.923. All variables had Cronbach's Alpha coefficients higher than 0.80, indicating that the questionnaire was well-designed and demonstrated good reliability.

Table2

Reliability Analysis Results

Variable	No. of Items	Cronbach's Alpha
Attractiveness	5	0.875
Professionalism	6	0.858
Interactivity	4	0.913
Perceived Value	6	0.901
Trust	5	0.923
Purchase Intention	4	0.904
Situational Factors	4	0.847
Total	34	0.895

The convergent and discriminant validity of the questionnaire were tested using AMOS 26.0 statistical software. The test results are shown in Table 3, where all factor loadings (β) were greater than 0.5, indicating high convergent validity. The composite reliability (CR) values for each variable were all greater than 0.7, and the average variance extracted (AVE) values were all above 0.5, further confirming the good convergent validity of the scale. As shown in Table 4, the values on the diagonal represent the square root of the AVE for each variable. The square root of the AVE for each variable was greater than the correlation coefficients between that variable and other variables, indicating good discriminant validity between the variables.

Table 3
Results of Convergent Validity Test

Variables	Items	β	CR	AVE
Attractiveness	A1	0.775	0.876	0.585
	A2	0.711		
	A3	0.801		
	A4	0.806		
	A5	0.727		
Interactivity	I1	0.897	0.915	0.728
	I2	0.853		
	I3	0.844		
	I4	0.819		
Professionalism	P1	0.655	0.859	0.506
	P2	0.736		
	P3	0.801		
	P4	0.759		
	P5	0.694		
	P6	0.607		
Perceived Value	PV1	0.781	0.901	0.603
	PV2	0.770		
	PV3	0.834		
	PV4	0.750		
	PV5	0.745		
	PV6	0.777		
Trust	T1	0.843	0.923	0.707
	T2	0.877		
	T3	0.866		
	T4	0.831		
	T5	0.782		
Purchase Intention	PI1	0.864	0.904	0.702
	PI2	0.832		
	PI3	0.855		
	PI4	0.800		

Table 4
Results of Discriminant Validity Test

Variables	Attractiveness	Professionalism	Interactivity	Perceived Value	Trust	Purchase Intention
Attractiveness	0.765					
Professionalism	0.215**	0.712				
Interactivity	0.234**	0.303**	0.854			
Perceived Value	0.360**	0.279**	0.324**	0.777		
Trust	0.118*	0.262**	0.168**	0.279**	0.841	
Purchase Intention	0.258**	0.243**	0.280**	0.299**	0.213*	0.706

* indicates $P < 0.05$, ** indicates $P < 0.01$

Model Fit Test

To evaluate the model fit, this study used AMOS 26.0 statistical software for assessment. The specific fit indices are shown in Table 5. The results indicated that Chi-square/df = 1.433 (< 5), GFI = 0.933 (> 0.90), AGFI = 0.921 (> 0.90), NFI = 0.940 (> 0.90), TLI = 0.979 (> 0.90), CFI = 0.981 (> 0.90), and RMSEA = 0.029 (< 0.08). A comprehensive analysis of the results shows that all fit indices met the recommended standards, indicating that the model has a good fit.

Table 5
Fit Indices for Structural Model

Index	Chi-square/df	GFI	AGFI	NFI	TLI	CFI	RMSEA
Reference Value	<5	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08
Actual Value	1.433	0.933	0.921	0.94	0.979	0.981	0.029
Achieved	Achieved	Achieved	Achieved	Achieved	Achieved	Achieved	Achieved

Direct Effect Hypothesis Test

This study tested the hypotheses through path analysis in structural equation modeling (SEM). A 95% confidence interval was used, and the significance level was set at 5%. A specific path was considered statistically significant when the P-value was less than 0.05 and the critical ratio (C.R.) was greater than 1.96. The structural equation model's path analysis was conducted using AMOS 26.0 software to evaluate the validity of each hypothesis. The test results are shown in Table 6.

Table 6
Path Coefficients and Hypothesis Testing Results

Hypotheses	Path		Std.β	S.E.	C.R.	P	Results
H1a	Attractiveness	→ Perceived value	0.280	0.044	5.695	***	Accepted
H1b	Attractiveness	→ Trust	0.055	0.062	1.107	0.268	Rejected
H2a	Professionalism	→ Perceived value	0.164	0.051	3.293	***	Accepted
H2b	Professionalism	→ Trust	0.225	0.076	4.262	***	Accepted
H3a	Interactivity	→ Perceived value	0.215	0.038	4.457	***	Accepted
H3b	Interactivity	→ Trust	0.101	0.055	2.024	*	Accepted
H4	Perceived value	→ Purchase intention	0.273	0.061	5.634	***	Accepted
H5	Trust	→ Purchase intention	0.148	0.042	3.167	**	Accepted

B= Unstandardized Regression coefficient, β= Standardized Regression Coefficient, C. R.= Critical Ratio, and S. E.= Standard Error.

Note: *** indicates $p < 0.001$. ** indicates $p < 0.01$. * indicates $p < 0.05$.

The path coefficient between attractiveness and perceived value was significant ($\beta = 0.280$, C.R. = 5.695, $P < 0.001$), indicating that attractiveness had a significant positive effect on perceived value. Therefore, hypothesis H1a was accepted. However, the path coefficient between attractiveness and trust was not significant ($\beta = 0.055$, C.R. = 1.107, $P = 0.268$), suggesting that attractiveness did not have a significant effect on trust, and thus hypothesis H1b was rejected.

The path coefficient between professionalism and perceived value was significant ($\beta = 0.164$, C.R. = 3.293, $P < 0.001$), indicating that professionalism had a significant positive effect on perceived value, and therefore hypothesis H2a was accepted. Additionally, the path coefficient between professionalism and trust was also significant ($\beta = 0.225$, C.R. = 4.262, $P < 0.001$), supporting the positive effect of professionalism on trust, and hypothesis H2b was accepted.

The path coefficient between interactivity and perceived value was significant ($\beta = 0.215$, C.R. = 4.457, $P < 0.001$), showing that interactivity had a significant positive effect on perceived value, and thus hypothesis H3a was accepted. The path coefficient between interactivity and trust was also significant ($\beta = 0.101$, C.R. = 2.024, $P < 0.05$), indicating that interactivity positively influenced trust, and therefore hypothesis H3b was accepted.

The path coefficient between perceived value and purchase intention was significant ($\beta = 0.273$, C.R. = 5.634, $P < 0.001$), indicating that perceived value had a significant positive effect on purchase intention, and hypothesis H4 was accepted. Similarly, the path coefficient between trust and purchase intention was significant ($\beta = 0.148$, C.R. = 3.167, $P < 0.01$), showing the positive influence of trust on purchase intention, and hypothesis H5 was accepted.

Mediation Effect Test

Mediation effect refers to the role of a variable that mediates the relationship between an independent variable and a dependent variable, meaning the independent variable indirectly influences the dependent variable through the mediator. In this study, the Bootstrap method was used to test the mediation effect, with 5000 resamples and a 95% confidence interval. The detailed results are shown in Table 7.

Table 7

Mediation Effect Testing Results

Hypotheses	Path	Effect	S.E.	Bias-Corrected 95%CI			Results
				Lower	Upper	p	
H6	Attractiveness→Perceived value→Purchase intention	0.086	0.028	0.039	0.15	0	Accepted
H7	Interactivity→Perceived value→Purchase intention	0.058	0.019	0.028	0.102	0	Accepted
H8	Professionalism→Perceived value→Purchase intention	0.058	0.025	0.018	0.116	0.001	Accepted
H9	Attractiveness→Trust→Purchase intention	0.009	0.01	-0.006	0.036	0.214	Rejected
H10	Interactivity→Trust→Purchase intention	0.015	0.009	0.002	0.041	0.023	Accepted
H11	Professionalism→Trust→Purchase intention	0.043	0.019	0.013	0.09	0.005	Accepted

Perceived value played a significant mediating role between attractiveness and purchase intention (effect size = 0.086, 95% CI [0.039, 0.15], $P < 0.001$), confirming hypothesis H6. Additionally, perceived value also showed a significant mediating effect between interactivity and purchase intention (effect size = 0.058, 95% CI [0.028, 0.102], $P < 0.001$), supporting hypothesis H7. Similarly, perceived value had a significant mediating effect between professionalism and purchase intention (effect size = 0.058, 95% CI [0.018, 0.116], $P = 0.001$), leading to the acceptance of hypothesis H8. These results indicate that perceived value plays a key mediating role between e-commerce live streamer characteristics (attractiveness, interactivity, professionalism) and consumer purchase intention.

As for the mediating effect of trust, the results showed that trust did not have a significant mediating effect between attractiveness and purchase intention (effect size = 0.009, 95% CI [-0.006, 0.036], $P = 0.214$), leading to the rejection of hypothesis H9. However, trust did have a significant mediating effect between interactivity and purchase intention (effect size = 0.015, 95% CI [0.002, 0.041], $P = 0.023$), supporting hypothesis H10. Additionally, trust also played a significant mediating role between professionalism and purchase intention (effect size = 0.043, 95% CI [0.013, 0.09], $P = 0.005$), resulting in the acceptance of hypothesis H11. These results suggest that trust plays a significant mediating role between certain e-commerce live streamer characteristics (interactivity and professionalism) and purchase intention.

Conclusion and Recommendations

Conclusion

This study, based on the Stimulus-Organism-Response (SOR) theory, explored the mechanism by which e-commerce live streamer characteristics—namely attractiveness, interactivity, and professionalism—affect consumer perceived value, trust, and purchase intention. Empirical analysis was conducted using structural equation modeling. The specific research findings are as follows.

First, while attractiveness had a significant positive impact on perceived value, it did not have a significant effect on trust (H1b was rejected). This indicates that although attractiveness can enhance consumers' perceived value and shopping experience, its role in building trust is limited. Consumers may perceive that a streamer's attractiveness is insufficient to guarantee product quality. In the context of e-commerce live streaming, trust is more likely to be established through the streamer's in-depth product knowledge, professional performance, and interaction with the audience. Attractiveness is primarily associated with consumers' initial interest and emotional experience, whereas deeper purchasing decisions are more dependent on the streamer's professionalism and detailed product explanations. Therefore, mere external attractiveness does not effectively enhance consumers' trust in the streamer or the recommended products, leading to the non-significant impact on trust.

Second, interactivity had a significant positive effect on both perceived value and trust. This suggests that during e-commerce live streaming, a streamer's interaction with consumers can effectively enhance their sense of engagement and enjoyment. Real-time interaction not only makes consumers feel valued but also promptly addresses their questions, helping them better understand product features and functionality. This immediate communication strengthens consumers' trust in the streamer and further influences their purchasing decisions.

Third, professionalism had a significant effect on both perceived value and trust. By providing professional product knowledge and service, streamers can offer consumers accurate and detailed product information, allowing them to better understand the product and reduce uncertainty during the purchasing process. Consumers are more likely to trust the recommendations of streamers they perceive as professional, which in turn increases their purchase intention.

Regarding mediation effects, perceived value played a significant mediating role between attractiveness, interactivity, professionalism, and purchase intention. This suggests that live streamer characteristics in e-commerce live streaming primarily enhance consumers' purchase intention by increasing perceived value. Additionally, trust served as a significant mediator between interactivity, professionalism, and purchase intention, further emphasizing that trust is a critical factor in the consumer decision-making process. In contrast, trust did not mediate the relationship between attractiveness and purchase intention (H9 was rejected). This result may indicate that while attractiveness enhances viewers' enjoyment, it is insufficient to elicit trust in the products recommended by the streamer. When deciding whether to make a purchase, consumers rely more on the streamer's professional performance or interaction with them. Therefore, trust is more likely to be built through the

product information and service quality provided by the streamer rather than through mere external attractiveness.

This study constructs a model based on the Stimulus-Organism-Response (SOR) theory to explore the psychological mechanisms through which live streamer characteristics influence consumers' purchase intentions. Specifically, the study treats the live streamer's attractiveness, interactivity, and professionalism as external "stimuli." It investigates how these stimuli enhance consumers' perceived value and trust, which are considered internal "organism responses." These responses, in turn, influence consumers' purchase intentions, the "response." The theoretical model outlines the complete pathway from external stimuli to internal responses and, ultimately, to behavioral outcomes. This study extends the application of the SOR theory and provides a new theoretical perspective for behavioral research in e-commerce live streaming. It also deepens the understanding of the relationship between live streamer characteristics and consumer purchase behavior.

Recommendations

To enhance the effectiveness of e-commerce live streaming, merchants and platforms should focus on three aspects of live streamer characteristics—attractiveness, interactivity, and professionalism—aiming to comprehensively improve consumers' perceived value and trust, thereby promoting purchase intention.

First, enhance the attractiveness of the streamer. Although the study showed that attractiveness did not significantly influence trust, it is closely related to consumers' initial interest and emotional experience. Therefore, streamer attractiveness remains a key factor in improving the effectiveness of live streaming. When selecting streamers, merchants and platforms should comprehensively consider three dimensions: appearance, voice, and personality. In terms of appearance, the streamer's image should align with the brand's tone, and merchants can enhance the streamer's visual appeal through image management and professional training. Regarding voice, clear and pleasant voices should be prioritized, and platforms can offer vocal training to ensure that streamers convey product information in a friendly and professional manner. In terms of personality, it is essential to select streamers with charisma and a sense of humor, as such individuals can build emotional connections with the audience through sincere and positive attitudes, thus enhancing interactivity. Although the direct impact of attractiveness on trust is limited, these factors can effectively attract consumers' initial attention, and subsequent interactivity and professionalism can further promote purchase intention.

Second, strengthen the interactivity of the streamer. Interactivity plays a critical role in enhancing consumers' perceived value and trust, so e-commerce platforms should encourage streamers to actively engage with consumers. Streamers should respond to audience questions in a timely manner to increase their sense of participation and trust. Platforms can provide real-time data support to help streamers communicate more efficiently with the audience. Additionally, streamers should provide targeted feedback to ensure that viewers receive content that meets their needs. During interactions, streamers must balance communication with multiple audience members. Merchants can design interactive elements such as polls or questionnaires to involve more viewers. Through timely, effective, and

inclusive interactions, streamers can close the gap with consumers, further enhancing trust and purchase intention.

Finally, enhance the professionalism of the streamer. Professionalism has a significant positive impact on both perceived value and trust. Therefore, merchants and e-commerce platforms should enhance streamer professionalism through systematic product knowledge training, presentation skill development, and authentic recommendations. Streamers need to be familiar with core product information and able to provide accurate and detailed explanations of product functions and features to help consumers develop a clear understanding of the product. Additionally, streamers should demonstrate product advantages and usage scenarios through live demonstrations, reducing consumer uncertainty during the purchasing process. Merchants can also provide genuine user feedback and product documentation to help streamers maintain objectivity and authenticity when recommending products, further enhancing consumer trust and facilitating purchase decisions.

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