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Relationship Between Entertainment Characteristics and Customer Purchase Intention in Live Streaming Commerce

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Abstract

Purpose: This study examines how entertainment characteristics influence consumer engagement, viewing habits, and purchase intent in the expanding live streaming commerce sector. **Research Design, Data, and Methodology:** This study investigates the effects of five entertainment characteristics (enjoyment, storytelling, comfort, quality, and interactivity) on consumer viewing frequency, acting as mediators of purchase intent. We gathered data from 325 participants via a structured survey, capturing demographic details, user behaviors, and perceptions of live streaming attributes. **Results:** Enjoyment, comfort, and interactivity increase viewing frequency, reinforcing purchase behavior. While quality was generally valued, its direct and mediating effects varied depending on contextual factors. **Conclusions:** This study contributes to the theoretical discourse on consumer behavior in live streaming commerce by clarifying the influence of entertainment characteristics such as enjoyment, storytelling, comfort, quality, and interactivity on viewing frequency and purchase intention. The findings provide practical insights for developing engagement strategies that enhance consumer viewing frequency and stimulate purchase behavior.

Keywords : Entertainment characteristics; Viewing frequency; Purchase intention; Live streaming commerce

JEL Classification Code: M31, M15, D12, O33

1. Introduction

Technological advancements and the growth of online retail have fueled the rise of live streaming commerce, an interactive platform where consumers are simultaneously entertained, informed, and encouraged to make immediate purchases (Chen et al., 2023). Leading social platforms (e.g., TikTok, Instagram, and YouTube) have integrated live streaming sales, establishing a highly engaging, immediate

purchasing environment. From a marketing standpoint, live streams create immersive spaces where entertainment and commercial transactions seamlessly merge, offering engagement opportunities superior to traditional online retail experiences (Han & Trimi, 2017).

However, academic discussions on how entertainment characteristics in live streaming commerce influence consumer engagement and purchase intention remain insufficient (Ng et al., 2020; Sharma et al., 2023). In

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particular, there is a notable lack of theoretical and empirical studies examining how entertainment features of content affect consumer behavior. Considering that these entertainment elements are not merely supplementary functions but can serve as key drivers that influence decision-making, this represents an important research gap. In live streaming environments, consumers are not passive recipients of information, but rather active participants who value emotional connection and real-time interaction with content. Thus, it becomes critical to analyze how entertainment characteristics such as enjoyment, storytelling, interactivity, comfort, and quality shape purchase intention through psychological pathways.

Unlike Guo et al. (2021), who investigated value and uncertainty in cross-border e-commerce, or Hu et al. (2017), who emphasized continuous watching behavior, this research focuses on entertainment-driven mechanisms that explain how experiential factors shape purchasing decisions. Similarly, Peng et al. (2025) highlighted the roles of streamers and platforms as external drivers but did not consider how entertainment characteristics influence underlying psychological processes. By advancing beyond these perspectives, this article contributes to the theoretical understanding of consumer engagement in live streaming commerce and clarifies how hedonic and social experiences are transformed into measurable purchase behaviors, offering both conceptual contributions and practical implications for interactive retail strategies.

Modern consumers are no longer satisfied with basic product information or functional benefits. Instead, they increasingly value emotional enjoyment and meaningful engagement (Luo et al., 2025). Among various entertainment characteristics, storytelling, interactivity, and comfort may be more effective than technical quality in capturing attention and eliciting emotional responses. This indicates that emotional engagement and social connection play a growing role in shaping purchase decisions.

Although live streaming commerce has grown rapidly, its long-term sustainability remains in question given volatile audience attention, dependence on platform governance, and ongoing issues of trust and regulatory compliance. Yet, when entertainment characteristics are appropriately utilized, it may show the possibility of developing into a sustainable service channel within the broader economic system. This statement refrains from asserting certainty and instead points to an exploratory pathway through which entertainment-driven engagement could gradually support the endurance of interactive retail formats.

In this regard, Uzbekistan exemplifies an emerging market undergoing rapid digital transformation, characterized by increased mobile internet penetration, growing social media engagement, and the accelerating

adoption of e-commerce platforms. In this context, live streaming commerce has begun to gain traction as a novel retail channel, making Uzbekistan a meaningful setting for examining entertainment-driven consumer behavior.

In response, this study develops and empirically tests a model grounded in the Uses and Gratifications Theory, which explains consumers' motivations for engaging with digital content, and the Stimulus–Organism–Response model, which conceptualizes how external stimuli such as entertainment features affect internal states and behavioral responses. The model suggests that enjoyment, storytelling, comfort, and interactivity enhance viewing frequency, which in turn strengthens purchase intention (Bawack et al., 2023). The role of quality, however, remains underexplored and is examined in this study as well.

The remainder of this paper is structured as follows. Section 2 presents the theoretical framework linking entertainment characteristics to viewing frequency and purchase intention. Section 3 details the research methodology, including the survey design and data collection process among participants from emerging markets. Additionally, this section acknowledges that the study explores not only consumer psychology but also the possibility that entertainment-based engagement mechanisms may support the sustainable development of live streaming commerce as a marketing channel. Section 4 discusses the effects of entertainment elements on viewing frequency and purchase intention in live streaming commerce, based on the empirical analysis results. Finally, Section 5 provides a theoretical and practical discussion of the key findings and presents the study's limitations along with suggestions for future research. By situating the findings within the context of digital transformation in emerging markets, the paper argues that live streaming commerce, though inherently fragile, may under certain conditions develop into a sustainable distribution channel if entertainment features are strategically utilized. These insights inform business strategies targeting other regions undergoing similar digital transitions (Egala et al., 2024; Júnior et al., 2023).

2. Research Background

2.1. Live Streaming Commerce

Live streaming commerce merges real-time video demonstrations with interactive retail, creating an engaging digital space where consumers can view products, ask questions, and complete purchases instantly. Unlike standard e-commerce, which relies on static images, reviews, and delayed responses, live streaming commerce emphasizes spontaneity and audience participation,

enriching the shopping experience. Hosts or influencers showcase products, answer queries, and introduce limited time offers, prompting immediate purchasing decisions (Wang et al., 2022; Li & Ng, 2023; Sun et al., 2019).

From a consumer psychology perspective, live streaming commerce reflects the core principles of social commerce, where peer influence and interactive engagement shape purchasing behavior. Viewers observe real-time reactions, audience discussions, and shared evaluations of product quality, which helps reduce uncertainty in decision-making. This process of social validation fosters consumer trust and often results in higher conversion rates compared to traditional e-commerce. Technological advancements such as smartphones, high-speed internet, and integrated social media have accelerated the widespread adoption of live streaming commerce. Major platforms, including Instagram, TikTok, and YouTube have introduced live shopping features, enabling businesses to reach large audiences at relatively low cost (Lu and Chen, 2021). Its success depends on how effectively businesses tailor engagement strategies to consumer preferences and encourage trust and interaction in digital environments (Ng et al., 2020; Xu et al., 2022; Egala et al., 2024; Hong & Pavlou, 2014; Wongkitrungrueng & Assarut, 2020).

The COVID-19 pandemic significantly transformed digital consumer behavior, even in underexplored digital commerce settings. As lockdowns and health-related restrictions limited offline shopping, consumers increasingly turned to online platforms, accelerating the adoption of live streaming commerce (Wang et al., 2022; Luo et al., 2025). In markets already undergoing digital transformation, the pandemic underscored the importance of platforms that are user-friendly, secure, and interactive. Moreover, as online interaction became part of everyday life, consumers developed heightened expectations regarding privacy protection and data transparency. These changes indicate that live streaming commerce has evolved beyond a simple transactional channel, becoming a relationship-oriented medium that aligns with the shifting expectations of post-pandemic consumers.

While regional variations exist in digital maturity and consumer preferences, several studies suggest that cultural differences may not significantly moderate behavioral responses in e-commerce environments. For example, Cyr et al. (2008) found that usability, trust, and aesthetics had consistent effects on consumer evaluations across diverse cultures, including Germany, Japan, and the United States. Similarly, Pavlou and Chai (2002) demonstrated that trust and perceived risk operated similarly across different national contexts in online marketplaces. Singh et al. (2006) also concluded that cultural customization had only a modest effect on user engagement and conversion in global e-commerce settings. These findings suggest that although

cultural factors may influence surface-level preferences, the core psychological mechanisms driving consumer behavior, such as trust, enjoyment, and convenience, are largely universal.

2.2. UGT and SOR model

This study developed its hypotheses based on the theoretical foundations of the Uses and Gratifications Theory (UGT) and the Stimulus Organism Response (SOR) model. UGT explains that audiences actively choose media to satisfy specific needs such as entertainment, social connection, and information. In live streaming commerce, viewers often participate for hedonic rewards such as enjoyment and fun, as well as for social presence, interaction, and utilitarian purposes. These motivations align with the five entertainment characteristics examined in this study: enjoyment, storytelling, comfort or ease, quality cues, and interactivity. Recent studies show that UGT fits this context well, as viewers pursue entertainment and social gratifications that sustain their watching and participation, which in turn shape downstream attitudes and purchasing behavior (Bawack et al., 2023; Jiang et al., 2024; Zou and Fu, 2024). Consequently, these five entertainment characteristics are theoretically grounded as gratifications that attract and retain viewers in live commerce environments.

The SOR model, on the other hand, explains how these external cues (stimuli) influence internal states (organisms), which subsequently drive behavioral responses. In the context of this study, the entertainment characteristics serve as the stimuli (S), shaping organismic states (O) such as habitual viewing, which then lead to the behavioral response (R) of purchase intention. Contemporary e-commerce research consistently demonstrates that rich and interactive cues can reduce uncertainty and increase buying intentions (Li et al., 2022; Xu et al., 2022; Sun et al., 2019). Specifically, in live commerce, platform or stream-related cues such as interactivity, vividness, and credibility act as the stimuli, while organismic variables such as perceived value and social presence function as the organismic states, leading to purchase intention as the response (Chen et al., 2023; Xia et al., 2024).

The integrated approach based on UGT and SOR allows for the systematic development of hypotheses by leveraging the theoretical complementarity between the two frameworks. UGT clarifies which gratifications motivate audiences to engage and remain, including enjoyment, storytelling, comfort or ease, quality signaling, and interactivity. SOR explains the mechanism by which these gratifications operate. The gratifications, acting as stimuli, increase viewing frequency (organism), which is then

converted into purchase intention (response). Recent live commerce research recommends adopting this combined perspective to capture both the motivational and mechanistic aspects within a single model (Bawack et al., 2023; Li et al., 2022; Luo et al., 2025). In the model of this study, the five entertainment characteristics are treated as the stimuli (S), viewing frequency as the organismic state (O), and purchase intention as the response (R), in direct alignment with current literature.

In emerging and mobile-first markets, hedonic and social gratifications have been shown to be particularly salient drivers of repeated viewing and trust formation. SOR-based evidence further demonstrates that such cues translate into habitual viewing patterns, which strongly predict purchasing behavior (Xu et al., 2022; Sun et al., 2019; Xia et al., 2024). The results of this study, which demonstrate strong paths from enjoyment, storytelling, interactivity, and comfort to viewing frequency, and from those to purchase intention, support these findings and reinforce the appropriateness of combining UGT (motives) with SOR (process) to explain live streaming commerce behavior.

2.3. Entertainment Characteristics

In live streaming commerce, entertainment characteristics refer to experiential factors that transform basic online sales into interactive events. These features introduce a hedonic dimension, enhancing viewer engagement and purchase behavior (Júnior et al., 2023; Chen and Lin, 2018). Scholars in digital marketing and consumer psychology consistently emphasize five key elements that shape the live streaming commerce experience, namely enjoyment, storytelling, comfort, quality, and interactivity. Rather than being secondary features, these elements are recognized as fundamental drivers of consumer engagement in real-time digital shopping contexts, functioning as psychological and emotional triggers that influence attention and purchasing behavior.

A growing body of empirical research supports this perspective. Adwan and Aladwan (2022) identified enjoyment and comfort as core hedonic factors that enhance sustained attention and foster positive product attitudes in artificial intelligence-based retail environments. Theodoridis and Gkikas, as well as Gkikas and Theodoridis (2019, 2022), demonstrated that incorporating storytelling into product presentations strengthens emotional connections and makes the shopping experience more engaging and memorable. Painoli et al. (2021) found that high-quality visuals increase platform credibility, while real-time interactivity encourages participation and builds social connection. Both elements significantly influence purchasing decisions. Huang and Benyoucef (2015) showed that consumers prefer platforms with engaging and

entertaining features, which enhance enjoyment, comfort, and perceived social presence. Lin et al. (2017) emphasized that emotionally engaging and interactive content sustains consumer interest and cultivates brand loyalty. Lo et al. (2016) revealed that impulse purchases are largely driven by emotional stimulation and hedonic enjoyment. Busalim and Hussin (2016) concluded that trust and engagement in digital commerce are strongly influenced by entertainment-focused and interaction-oriented design.

Each of these five characteristics contributes to shaping consumer engagement in distinct yet complementary ways. Enjoyment arises when viewers experience pleasure and amusement during live streams, which sustains attention, encourages repeat visits, and fosters positive product attitudes (Adwan & Aladwan, 2022; Lo et al., 2016). Comfort reflects how easily viewers navigate and engage with the streaming environment, shaped by platform usability, content pacing, and the host's demeanor (Li et al., 2023; Liu et al., 2022). A comfortable experience increases receptiveness to promotional content and lowers psychological barriers to purchasing. Storytelling enhances the experiential appeal by embedding narratives or personal anecdotes into product demonstrations, thereby building emotional resonance, trust, and memorability (Liu et al., 2022; Theodoridis and Gkikas, 2019; Gkikas and Theodoridis, 2022). Quality, as reflected in video clarity and technical reliability, reinforces comfort and conveys professionalism, thereby enhancing platform credibility (Painoli et al., 2021; Huang and Benyoucef, 2015). Although high production quality generally improves viewer satisfaction, its direct effect on purchase intention may vary depending on individual perceptions and contextual factors. Interactivity plays a central role in facilitating real-time dialogue, live polling, and question-and-answer sessions, all of which promote community, cocreation, and a sense of immediacy (Jiang et al., 2024; Muntinga et al., 2011). Interactive features not only support active participation but also strengthen mechanisms of social proof, such as peer recommendations and viewer discussions, which can significantly influence purchasing behavior (Bawack et al., 2023). Voramontri and Klieb (2019) support this view by showing that social media engagement enhances consumer confidence, particularly during the information-seeking and evaluation stages of the decision process.

Tripura et al. (2023) argue that in live streaming commerce, content characteristics influence purchase intention primarily through viewing frequency. They point out that prior research has largely emphasized transactional factors such as stability and trust, while overlooking consumers' emotional connections and aesthetic dimensions. Specifically, they identify entertainment, artistry, storytelling, informational aspects, interactivity, technical

aspects, and reliability as the core content characteristics. While Tripura et al. (2023) provide a broad framework that encompasses multiple content dimensions, their work treats entertainment as only one of several factors. Building on this foundation, the present study seeks to address this gap by placing particular emphasis on entertainment characteristics as a central driver of consumer engagement. Whereas technical quality and reliability serve as necessary conditions for establishing trust, it is the hedonic and experiential aspects of entertainment, such as enjoyment, storytelling, and interactivity, that most powerfully stimulate purchase intention. Accordingly, this study extends the framework of Tripura et al. (2023) by underscoring that entertainment is not a peripheral feature but rather a pivotal psychological pathway shaping purchase intention in live streaming commerce. These entertainment characteristics play an essential role in sustaining engagement and influencing purchase intention. Their strategic implementation enables businesses to deliver compelling live streaming experiences that advance both theoretical understanding and practical applications in digital commerce (Bawack et al., 2023).

In this study, quality is conceptualized not as a purely functional or technical attribute, but as an experiential component that supports immersion, comfort, and sustained engagement within live streaming commerce. Accordingly, quality is considered an enabling factor of entertainment experience, as it shapes viewers' perceptions of smoothness, reliability, and overall enjoyment during live streaming sessions.

2.3.1. Enjoyment

Enjoyment refers to the hedonic satisfaction or affective pleasure viewers experience during live streaming events. It reflects the degree to which users find the content entertaining and emotionally appealing, fostering sustained attention and favorable attitudes toward both the host and the featured products (Liu et al., 2022; Wang & Lee, 2020). When live streaming is perceived as entertaining, viewers are more inclined to remain longer, participate actively in discussions, and invite others, thereby amplifying the reach and influence of the broadcast (Bawack et al., 2023; Wang and Lee, 2020). In live streaming commerce, enjoyment emerges as a pivotal driver of engagement by appealing to viewers' emotions and sensory perceptions, effectively transforming shopping from a transactional process into a gratifying experience (Wang et al., 2022; Wen et al., 2011). Dynamic presentations, enthusiastic hosts, and creative visual effects contribute to a lively atmosphere that diminishes psychological barriers to purchasing and promotes spontaneous buying behavior (Chen et al., 2023; Puniindoong et al., 2020).

Enjoyment also fosters loyalty, as viewers who find the experience gratifying are more likely to return for future streams, reinforcing a positive feedback loop that benefits both retailers and content creators (Chen et al., 2023; Wang and Lee, 2020). Enjoyment has also been shown to strengthen social presence and build trust in digital environments. Similarly, Marza et al. (2019) found that enjoyment mitigates perceived risks and enhances trust, shaping more positive attitudes toward online shopping. Puniindoong et al. (2020) further highlighted that hedonic experiences significantly enhance repurchase intentions by fostering stronger emotional and social bonds with the brand. Likewise, Wen et al. (2011) showed that enjoyment reinforces emotional attachment to the platform and products, thereby increasing repurchase intentions. Therefore, crafting an engaging and emotionally resonant live streaming experience not only differentiates the brand but also builds trust, increases viewing frequency, and ultimately promotes purchase intentions (Chen et al., 2023; Wang and Lee, 2020; Wen et al., 2011; Marza et al., 2019).

In summary, enjoyment plays a pivotal role in transforming live streaming commerce into an emotionally engaging experience. By encouraging repeat participation and enhancing trust, enjoyment contributes not only to immediate engagement but also to long-term consumer loyalty. These findings highlight the importance of designing live streaming environments that prioritize emotional satisfaction and sustained interaction.

H1. Enjoyment positively influences the viewing frequency in live streaming commerce.

H2. Enjoyment positively influences purchase intention in live streaming commerce.

2.3.2. Storytelling

Storytelling in live streaming commerce transforms a straightforward transaction into an engaging experience by integrating narratives and personal anecdotes into product demonstrations. Linking product features to relatable life scenarios or compelling brand narratives fosters a stronger sense of authenticity and familiarity among viewers (Han and Trimi, 2017; Xu et al., 2021). Effective storytelling engages consumers both cognitively and emotionally, allowing them to visualize how products fit into their daily lives (Novak et al., 1998; Zhou et al., 2020). By integrating narratives into product demonstrations, storytelling fosters emotional engagement, trust, and a sense of personal connection, making the live streaming experience more memorable than purely functional presentations (Novak et al., 1998; Zhou et al., 2020; Dessart, 2018). This narrative approach encourages viewers to appreciate not just the functional benefits of a product but also its emotional and symbolic significance, inspiring them to engage in

discussions, pose questions, and share the stream with others who resonate with the story (Han & Trimi, 2017; Xu et al., 2021).

Existing studies further demonstrate the strategic value of storytelling. Dessart (2018) found that viewers' identification with characters in storytelling ads enhances emotional connection, memory, and overall engagement. Ellington (2014) observed that advances in digital technology have amplified the reach and richness of storytelling, enabling more interactive and dynamic narratives that captivate diverse audiences. Herskovitz and Crystal (2010) argued that storytelling is essential to branding because it conveys a brand's persona, making it more relatable and trustworthy in the eyes of viewers. In live streaming commerce, storytelling strengthens the emotional connection between viewers and presenters, creating memorable and persuasive shopping experiences that go beyond mere product descriptions. By appealing to emotions, fostering trust, and creating a vivid mental image of product use, storytelling enhances viewer engagement and positively influences purchase intention (Novak et al., 1998; Zhou et al., 2020; Dessart, 2018; Herskovitz and Crystal, 2010). Therefore, focusing on storytelling allows businesses to deliver distinctive and impactful live shopping experiences that elevate their brand and deepen consumer relationships.

H3. Storytelling positively influences the viewing frequency in live streaming commerce.

H4. Storytelling positively influences purchase intention in live streaming commerce.

2.3.3. Comfort

Comfort refers to the extent to which viewers feel relaxed, secure, and at ease while engaging in live streaming commerce (Hossain et al., 2023). While many online retail platforms prioritize transactional efficiency, psychological comfort is equally important in shaping user experience and influencing purchase behavior. In a live stream setting, comfort stems from several factors, including clear on-screen information, intuitive navigation, well-structured presentations, and a host's welcoming demeanor. When these elements align, viewers are more likely to perceive the platform as trustworthy, reducing apprehension toward online transactions (Chen et al., 2023; Carolina et al., 2022).

According to Shiu et al. (2023), a comfortable user experience provides an environment in which users can navigate and operate the platform without stress. Visually stable and familiar designs reduce users' psychological resistance and promote emotional stability, psychological states akin to comfort, which ultimately influence purchasing behavior.

Similarly, Wang et al. (2022) explain that in live streaming commerce, real-time chat and the host's nonverbal expressions (e.g., smiling, facial expressions, hand gestures) offer consumers a sense of intimacy and psychological security. These features reduce psychological resistance and replace the tension typically associated with offline shopping, helping users feel relaxed and confident during the shopping process.

Luo et al. (2025) define comfort as the ease and relaxation experienced by consumers during live streaming sessions. They argue that comfort enhances positive emotions and purchase intentions. Warm attitudes and language from the host, the stability and intuitiveness of the streaming environment, and immediate feedback reduce consumers' psychological distance, alleviate anxiety, and promote favorable evaluations of the shopping experience.

Although prior research on live streaming commerce has not always directly addressed the concept of "comfort," it is often discussed in terms of emotional stability, user-friendly environments, low psychological resistance, and familiar, predictable structures. These studies commonly suggest that psychological stability and emotional comfort function as critical elements of user experience in live streaming commerce and play a significant role in influencing purchase intention (Wang et al., 2022; Luo et al., 2025; Shiu et al., 2023).

A comfortable viewing environment also enhances cognitive ease, allowing viewers to focus more on content rather than expending mental effort on processing uncertainties. Additionally, fostering a warm and inviting atmosphere can help alleviate skepticism and hesitation, particularly among first-time viewers in emerging digital markets where e-commerce adoption is still evolving (Chao et al., 2022).

H5. Comfort positively influences the viewing frequency in live streaming commerce.

H6. Comfort positively influences purchase intention in live streaming commerce.

2.3.4. Quality

Quality in live streaming commerce is a multifaceted construct that combines technical excellence and service reliability, both of which critically shape viewers' perceptions of professionalism, trustworthiness, and organizational competence (Li et al., 2022). In this study, quality is defined as the perceived technical and service-related conditions of the live streaming experience, such as video clarity, audio quality, and streaming stability, that facilitate an enjoyable and uninterrupted viewing experience within the context of entertainment characteristics, rather than the intrinsic quality of the products being sold. These technical conditions form the baseline for a smooth live

streaming experience, allowing viewers to focus on content interaction rather than technical disruptions (Li et al., 2022). Beyond these technical factors, however, quality also encompasses service dimensions, including reliability, responsiveness, and credibility, which enhance consumers' confidence and reduce perceived risk during the shopping experience. These intangible service elements contribute to favorable evaluations of the overall live streaming experience by enhancing users' confidence and reducing perceived risk, thereby complementing the purely technical aspects of the stream.

Recent research reinforces the strategic importance of quality as a competitive differentiator. Wang et al. (2024) demonstrated that manufacturers who invest in high product quality and align it with live stream selling strategies achieve superior customer perceptions and sales outcomes. Similarly, Wang and Guo (2023) found that introducing live streaming in a supply chain setting, when paired with quality assurance, optimizes customer satisfaction and operational efficiency. Beyond technical and operational quality, the integrity of information communicated to viewers also matters significantly. Hao and Tan (2019) argued that transparent and credible disclosures during live streams enhance trust and foster informed decision-making. Conversely, Piccolo et al. (2018) warned that poor quality or deceptive advertising erodes consumer trust and diminishes purchase likelihood, even among rational buyers. Furthermore, Kwark et al. (2014) highlighted the role of perceived quality in shaping online reviews, which in turn influence subsequent purchase decisions and brand reputation. Nevertheless, the extent to which technical quality affects purchasing intent may vary across cultures. In high-context, relationship-oriented settings, strong interpersonal engagement and social cues may outweigh purely technical quality as determinants of trust and purchase behavior (Rodriguez-Ardura and Meseguer-Artola, 2021). Therefore, prioritizing quality, both technical and service-oriented, not only signals professionalism but also fosters trust, enhances user experience, and strengthens long-term customer relationships, making it an indispensable focus of this study.

H7. Quality positively influences the viewing frequency in live streaming commerce.

H8. Quality positively influences purchase intention in live streaming commerce.

2.3.5. Interactivity

Interactivity refers to the degree of real-time, reciprocal communication between the host and audience, transforming promotional content into a shared, co-created experience (Egala et al., 2024). Liu and Shrum (2002) define interactivity through three dimensions: active control, two-

way communication, and synchronicity. These elements are crucial in live streaming contexts where instantaneous feedback, host responsiveness, and mutual engagement sustain viewer interest and promote positive attitudes toward both the content and the products featured. Fan et al. (2024) further emphasize that higher levels of interactivity directly enhance live streaming sales performance by fostering competitive dynamics between participants, which motivates timely purchasing decisions.

From a consumer behavior perspective, high interactivity reduces skepticism by enabling viewers to ask questions, receive immediate answers, and observe peer reactions in real time (Hair et al., 2006). This not only helps consumers clarify doubts and gather product information but also creates a sense of inclusion and personal attention, which fosters trust and strengthens emotional connection (Bawack et al., 2023). Kang et al. (2021) demonstrate that interactivity also reinforces social ties between the host and viewers, encouraging repeat visits and loyalty to the platform. By facilitating personalized recommendations and demonstrating attentiveness, interactive elements in live streams enhance the overall user experience, making it more persuasive and memorable (Fan et al., 2024; Kang et al., 2021). Consequently, interactivity emerges as a critical component in driving consumer engagement, increasing viewing duration, and positively influencing purchase decisions in live streaming commerce.

H9. Interactivity positively influences the viewing frequency in live streaming commerce.

H10. Interactivity positively influences purchase intention in live streaming commerce.

2.4. Viewing Frequency

Viewing frequency measures how often individuals watch live streams, capturing the behavioral dimension of engagement (Jiang et al., 2024). Live streaming platforms frequently promote recurring events, flash sales, and special promotions, encouraging viewer retention. Embedded entertainment elements, such as humor, storytelling, and interactivity, foster habitual engagement, making the experience socially rewarding and enjoyable (Wang et al., 2022; Carolina et al., 2022).

As a mediator, viewing frequency converts initial impressions into sustained interaction with hosts and platforms. Regular viewers develop stronger familiarity with products, brand identity, and community norms, reducing uncertainty surrounding online transactions (Ng et al., 2020). Additionally, repeated exposure strengthens the impact of promotional cues and social proof, increasing purchase likelihood. In underexplored digital commerce settings, where digital trust and e-commerce adoption are

still developing, live streaming commerce can facilitate the formation of new purchasing habits and foster long-term consumer loyalty, provided the experience remains engaging, comfortable, and socially interactive (Fayzieva et al., 2023).

H11. Viewing frequency positively influences purchase intention in live streaming commerce.

H12. Viewing frequency mediates the relationship between entertainment characteristics and purchase intention.

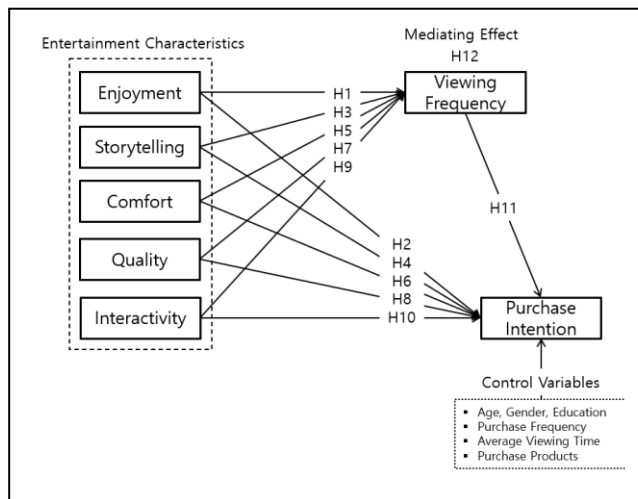


Figure 1: Research model.

2.5. Purchase Intention

Purchase intention represents the final behavioral outcome in the proposed research model, reflecting a consumer’s deliberate plan to buy a product or service featured in a live streaming session (Chen et al., 2023). It encompasses both cognitive evaluations such as product quality assessments, trust in the host or platform, and perceived value, as well as affective responses including emotional engagement from storytelling, enjoyment, and social interaction.

In live streaming commerce, purchase intention often materializes more immediately than in traditional online shopping, driven by time-sensitive promotions, limited stock, and real-time social proof such as positive viewer comments and purchases. Holistically, purchase intention is shaped not only by entertainment characteristics, namely enjoyment, storytelling, comfort, quality, and interactivity, but also by the mediating influence of viewing frequency, which affects how consumers interpret and respond to these elements (Li and Ng, 2023).

In digitally transitioning retail environments, where trust in online platforms and adoption of e-commerce practices remain nascent, live streaming commerce can facilitate the

formation of new purchasing habits and foster long-term consumer loyalty, provided the experience remains engaging, comfortable, and socially interactive.

3. Empirical Study

3.1. Methods

3.1.1. Data Collection

This study developed the questionnaire based on validated items from previous research and conducted a preliminary survey with six colleagues and graduate students to refine ambiguous items. Based on the results of the pilot test, we revised the wording of several items. For example, when an unusually outlying response was observed for an item under the “Enjoyment” construct, we followed up with the respondent to understand the reason for their answer. This allowed us to identify possible misinterpretations and revise the item accordingly. We also reviewed the entire questionnaire to check for questions that respondents were hesitant to answer, as well as for any structural or content-related issues. After adding a brief explanation of live streaming commerce at the beginning of the survey, we finalized the questionnaire. Responses from the pilot test were not included in the main data analysis. Variables were measured on a 5-point Likert scale, with each variable comprising 4–5 items to minimize respondent fatigue. The first page outlined the study’s purpose and objectives, while the final page gathered respondents’ general information and purchasing behaviors.

We collected data through a structured survey conducted in Uzbekistan between August and December 2024. After 25 incomplete or inattentive responses were excluded, the final valid sample comprised 325 respondents. To gather data from individuals who were readily accessible and willing to participate, we employed a non-probability convenience sampling method, without relying on random selection. We employed a multifaceted data collection strategy to ensure a broad demographic and geographic representation. First, we personally distributed paper-based questionnaires across several universities, primarily targeting high school and university students. We selected this group because of their familiarity with the topic and ease of communication, which facilitated higher data quality. Face-to-face interactions allowed researchers to clarify ambiguities in the survey’s content and objectives. Second, to broaden outreach beyond academic settings, we distributed online surveys via social media platforms, targeting students and young professionals. The survey was available in both Uzbek and English, accommodating participants with varying language proficiency.

This study did not collect any personally identifiable information or sensitive data and did not impose any psychological or physical burden on participants. Therefore, a separate written informed consent form was considered unnecessary. Participants were clearly informed of the voluntary nature of their participation and that they could withdraw from the study at any time without any negative consequences. They were also assured of their right to skip any questions they did not wish to answer and their freedom not to disclose personal opinions or information. Furthermore, the study did not involve any categories of sensitive data such as biometric, genetic, health-related or psychological information that would require prior approval from an Institutional Review Board in accordance with relevant regulations. As a result, Institutional Review Board (IRB) approval and written consent were not required. Throughout the research process, the rights, privacy and autonomy of all participants were fully respected, and all ethical and legal standards were thoroughly observed.

Following data collection, all responses were screened for completeness and integrity, resulting in a final dataset of 325 valid cases. This study includes both respondents with and without prior purchase experience in live streaming commerce. This decision reflects the characteristics of live streaming commerce environments, where a substantial proportion of users engage in viewing activities without having completed a purchase. As purchase intention represents a prospective behavioral tendency rather than actual purchasing behavior, respondents without prior purchase experience remain appropriate subjects for analysis. To account for potential differences between experienced and inexperienced users, purchase experience was included as a control variable in the regression analysis. This approach allows the study to capture both actual and potential consumers, thereby providing a more comprehensive understanding of purchase intention formation in live streaming commerce. Demographic analysis showed that 62.8% of respondents were male, while 37.2% were female. Additionally, 53.5% were aged 15–24, highlighting the youthful composition of the sample. The combined use of online and offline methodologies proved instrumental in capturing a diverse range of viewpoints. This enhanced the reliability and representativeness of the findings within the market context. The collected data were coded and analyzed using SPSS version 21. Table 1 summarizes the key concepts and measurement items.

Table 1: Demographics of Respondents.

Items		Frequency	Percent age
gender	male	204	62.8
	female	121	37.2
age	15~24	174	53.5
	25~34	68	20.9

	35~44	77	23.7
	45~54	6	1.8
education	high school	117	36.0
	college	35	10.8
	bachelor's	89	27.4
	master's	47	14.5
	doctorate	12	3.7
	other	25	7.7
occupation	student	152	46.8
	employed (full time)	74	22.8
	employed (part time)	22	6.8
	self-employed	58	17.8
	unemployed	3	.9
	other	16	4.9
purchase experience	yes	214	65.8
	no	111	34.2
how often watch	never	50	15.4
	rarely	80	24.6
	occasionally	100	30.8
	frequently	68	20.9
	very frequently	27	8.3
how long have you been	<6 months	53	16.3
	6~12 months	61	18.8
	1~2 years	61	18.8
	>2 years	63	19.4
	I didn't make a deal at all	87	26.8
frequently purchase items	fashion and accessories	59	18.2
	electronics and gadgets	69	21.2
	beauty and skincare	29	8.9
	food and beverages	17	5.2
	home and living	40	12.3
	other	29	8.9
	none	82	25.2
how much purchases	<\$10	53	16.3
	\$10~50	54	16.6
	\$50~100	51	15.7
	\$100~500	50	15.4
	>\$500	29	8.9
	\$0	88	27.1

3.1.2. Reliability and Validity

This study used SPSS version 21 to evaluate the reliability and validity of the constructs and items in the survey instrument. Measurement scales for entertainment characteristics (enjoyment, storytelling, comfort, quality, interactivity), the mediating variable (viewing frequency), and the outcome variable (purchase intention) were carefully adapted from previous research and refined for the live streaming commerce context.

Construct validity was examined through exploratory factor analysis using Varimax rotation. Factor loadings above 0.4 were considered acceptable (Hair et al., 2006), and an eigenvalue threshold of 1 was applied. Items with loadings below 0.4 or those that loaded onto unintended factors were removed. Specifically, eight items from enjoyment, one item each from storytelling, comfort, and quality, and eight items from interactivity were excluded. Additionally, all six items measuring vividness were removed due to cross-loading on unintended factors.

After this refinement, a second exploratory factor analysis was conducted with the remaining items. All factor loadings exceeded 0.4, and each item loaded clearly onto a single factor. The cumulative variance explained by the extracted factors reached 55.5 percent, confirming that the items effectively represented the intended constructs. Although the factor loadings ranged from 0.49 to 0.81, all items exceeded or were very close to the commonly accepted threshold of 0.50, indicating acceptable item stability at the construct level.

We handled all data with utmost care throughout the research process with strict measures taken to ensure the confidentiality of sensitive information. Missing values were replaced with the mean of the corresponding construct's observed items. Since the number of missing values was very small and appeared to occur randomly, mean substitution was applied as a method to prevent data loss.

The reliability reflects the internal consistency of the measurements and was assessed using Cronbach's alpha coefficients. Cronbach's alpha values are typically evaluated based on a threshold of 0.7 (Hair et al., 2006).

Table 3. Discriminant Validity Analysis

Factor s	M	SD	1	2	3	4	5	7
1. EN	3.63	0.75	1					
2. ST	3.64	0.75	0.53*	1				
3. CO	3.72	0.78	0.54*	0.57*	1			
4. QU	3.97	0.72	0.52*	0.57*	0.59*	1		
5. IN	3.66	0.70	0.50*	0.54*	0.48*	0.59*	1	
6. VF	3.68	0.77	0.46*	0.45*	0.49*	0.46*	0.52*	1
7. PU	3.93	0.73	0.49*	0.57*	0.60*	0.59*	0.53*	0.49*

Note 1: * p<0.1, ** p<0.05, *** p<0.01

Note 2: M: Mean; SD: Standard Deviation

Note 3: EN(Enjoyment), ST(Storytelling), CO(Comfort), QU(Quality), IN(Interactivity), VF(Viewing Frequency), PU(Purchase Intention)

However, in exploratory research, a Cronbach's alpha value of 0.6 or higher is also considered acceptable (Nunnally and

Bernstein, 1994). Based on the analysis, values ranged from 0.71 to 0.79, with most exceeding the recommended threshold of 0.70. The results of the reliability and validity assessments are presented in Table 2.

Table 2. Validity Analysis

Construct and Items	F.L.*	α**
<Enjoyment> · Live streams are fun · Live streams increase viewing pleasure · Special events in live streams are engaging · Live streams event themes enhance the viewing experience	0.65 0.63 0.66 0.61	.71
<Storytelling> · Stories in live streams are engaging · Narratives enhance the viewing experience · Storytelling keeps viewers interested · Stories create a connection with the audience · Compelling stories boost product interest	0.70 0.68 0.70 0.49 0.58	.77
<Comfort> · The live stream environment is soothing · Presentation style feels comfortable · Navigation in live streams is intuitive · The pace of live streams feels comfortable · Clear instructions enhance comfort	0.53 0.71 0.70 0.64 0.61	0.79
<Quality> · Visual clarity enhances experience · Consistent quality keeps viewers interested · High production quality engages viewers · Reliable streaming affects purchase decisions · Professional quality boosts product appeal	0.66 0.59 0.65 0.60 0.66	0.78
<Interactivity> · New product presentations are appealing · Creative conversation formats enhance interest · Interactive polls keep attention · Viewer interaction drives purchases	0.55 0.68 0.54 0.61	0.70
<Viewing Frequency> · Frequent live streams maintain engagement · Regular scheduling increases viewing habits · Interactive features enhance viewing frequency	0.80 0.72 0.68	0.75
<Purchase Intention> · Live streams influence purchase decisions · Quality streams boost buying intent · Unique presentations increase buying interest · Positive live stream experiences lead to purchases	0.74 0.71 0.69 0.81	0.76
Eigen Value	1.0~7.9	
Variance (%)	4.4~34.7	
Total Variance (%)	55.5	

Note: * Factor Loading, ** Cronbach's α

Discriminant validity is generally considered to be established when the correlations between constructs are below the threshold of 0.85 (Hair et al., 2010). The analysis revealed that most correlation coefficients among the constructs remained below this threshold, indicating that discriminant validity was adequately established. The results of the discriminant validity analysis are presented in Table 3.

3.1.3. Common Method Bias

Common method bias arises from the measurement techniques used to evaluate constructs, potentially introducing systematic error into variable relationships. This bias can occur when respondents provide socially desirable answers or respond uniformly across items, particularly when identical scale formats and item groupings are utilized throughout a survey. According to Podsakoff et al. (2003), systematic error variance in survey-based research may account for approximately 25 percent of total measurement variance. To address this potential bias, respondents were assured of complete anonymity and informed that their responses would be used only for research purposes, not for individual performance evaluation.

Harman’s single-factor test was conducted to evaluate the presence of common method bias. The results of the exploratory factor analysis revealed that the eigenvalues of the extracted factors ranged from 1.0 to 7.9, without a single factor accounting for the majority of the variance. The variance distribution across constructs was evenly distributed, ranging between 4.4 percent and 34.7 percent, with a cumulative variance explanation of 55.5 percent. These findings confirm that common method bias does not significantly threaten the validity of this study’s results.

3.2. Hypothesis Test

This study employed multiple regression analysis to examine the relationship between entertainment characteristics and customer purchase intention in live streaming commerce. To ensure the robustness of the findings, potential distortions in the regression models were examined. Their R² values ranged from 0.337 to 0.520, indicating that the independent variables explained between 33.7% and 52.0% of the variance in the dependent variables. Their F values, ranging from 30.8 (p < 0.000) to 103.9 (p < 0.000), confirmed the good fit of the regression models to the data. All predictors had variance inflation factor values below 10, verifying that multicollinearity was not a concern. Moreover, the Durbin-Watson statistics ranged from 1.73 to 2.00, which is close to the ideal value of 2; this indicates that the residuals are independent and the model is robust.

Regarding hypothesis testing, the results revealed that the following hypotheses were accepted: H1 (enjoyment → viewing frequency), H5 (comfort → viewing frequency), H9 (interactivity → viewing frequency), H4 (storytelling → purchase intention), H6 (comfort → purchase intention), H8 (quality → purchase intention), and H10 (interactivity → purchase intention). Conversely, H3 (storytelling → viewing frequency), H7 (quality → viewing frequency), and H2 (enjoyment → purchase intention) were rejected.

Additionally, the control variables (gender, age, education, occupation, monthly income, and purchase

experience) did not have a significant impact on purchase intention. Table 4 provides the results of the hypothesis testing. Control variables are exogenous variables included in a research model to accurately estimate the relationships among key factors. These variables represent third factors that may influence the dependent variable beyond the direct relationship between the independent and dependent variables. In this study, surveys were distributed in person to high school and university students across multiple institutions. Given the nature of this data collection process, it was practically difficult to fully control for participants’ general characteristics and survey environments. Therefore, the effects of potential third variables were statistically controlled during the model analysis. The results indicated that the control variables did not have a significant effect on the dependent variable, suggesting that the influence of these third variables was minimal.

Table 4. Hypotheses Testing Results

Hypothesis				Standard β	t	Test Result
H1	Enjoyment	a →	Viewing Frequency	0.141	2.417**	Accept
H3	Storytelling			0.076	1.238	Reject
H5	Comfort			0.199	3.262***	Accept
H7	Quality			0.070	1.097	Reject
H9	Interactivity			0.270	4.537***	Accept
H2	Enjoyment	b →	Purchase Intention	0.047	.908	Reject
H4	Storytelling			0.193	3.554***	Accept
H6	Comfort			0.269	4.744***	Accept
H8	Quality			0.203	3.589***	Accept
H10	Interactivity			0.151	2.864***	Accept
H11	Viewing Frequency	c →	Purchase Intention	-0.493	10.196**	Accept
-	Gender	→	Purchase Intention	0.018	.422	Control Variables
	Age			-0.033	-.617	
	Education			-0.076	-1.750	
	Occupation			0.013	.272	
	Income			0.083	2.078**	
	Experience	-0.099	-2.180**			

Path a: R²=0.370, F=37.4(0.0), VIF 1.7~2.0, Durbin-Watson 2.0

Path b: R²=0.520, F=30.8(0.0), VIF 1.0~2.1, Durbin-Watson 1.8

Path c: R²=0.337, F=103.9(0.0), VIF 1.0~1.0, Durbin-Watson 1.7

Note: * p<0.1, ** p<0.05, *** p<0.01

3.3. Mediating Effect

This study assumes that viewing frequency mediates the relationship between entertainment characteristics and customer purchase intention in live streaming commerce. To examine this mediating effect, Baron and Kenny’s three-stage regression analysis (Baron and Kenny, 1986), the Sobel test (Sobel, 1982), and the bootstrapping method were applied. The bootstrapping analysis was conducted using SPSS Process Macro Model 4 (Hayes, 2013) with a sample set of 5000.

The bootstrapping analysis results confirmed the presence of indirect effects by assessing whether 0 fell within the confidence interval, as defined by BootLLCI (lower limit) and BootULCI (upper limit) (Hayes, 2013). The results indicate that, for viewing frequency, zero was included between the BootLLCI and BootULCI for some paths, suggesting the absence of a significant mediating effect in those relationships.

The reliability of the mediation analysis was further validated using Baron and Kenny’s method and the Sobel test. The Z value for the Sobel test was computed following Sobel’s formula (Sobel, 1982). The results indicated that enjoyment exhibited a significant indirect effect on purchase intention through the mediation of viewing frequency. Table 5 presents the summary of the outcomes of the mediation analysis.

$$Z = \frac{a \times b}{\sqrt{(a^2 \times SEb^2) + (b^2 \times SEa^2)}}$$

The results of the mediating effect analysis provide two key insights regarding viewing frequency. First, enjoyment fully mediates purchase intention through viewing frequency. Second, comfort and interactivity display partial mediation, influencing purchase intention both directly and indirectly. Meanwhile, storytelling and quality have only direct effects, showing no significant mediation through viewing frequency. Tables 4 and 5 present the detailed analysis results.

Table 5. Mediating Effect

Path	Bootstrapping		Sobel Test		Test Result
	Indirect Effect	LLCI -ULCI	Coefficient t	Z value	
EN→VF →PU	0.152	0.093– 0.216	0.040	2.191**	complete mediation
ST→VF →PU	0.129	0.071– 0.193	0.021	1.192	direct only
CO→VF →PU	0.119	0.069– 0.174	0.055	2.790***	partial mediation
QU→VF →PU	0.131	0.076– 0.194	0.021	1.080	direct only
IN→VF →PU	0.161	0.093– 0.237	0.083	3.448***	partial mediation

Note 1: * p<0.1, ** p<0.05, *** p<0.01

Note 2: EN(Enjoyment), ST(Storytelling), CO(Comfort), QU(Quality), IN(Interactivity), VF(Viewing Frequency), PU(Purchase Intention)

3.4. Summary of Results

The following is the summary of the study’s key findings. First, the empirical results indicate that enjoyment, comfort, and interactivity significantly enhance viewing frequency in live streaming commerce, thereby strengthening consumer

engagement. These engagement factors significantly influence purchase intention. Notably, enjoyment fully mediates purchase intention through viewing frequency, whereas comfort and interactivity provide partial mediation, influencing purchase intention both directly and indirectly. Storytelling and quality affect purchase intention directly, without significant mediation through viewing frequency.

Second, the analysis suggests that as live streaming content becomes more engaging, enhanced by greater enjoyment, compelling storytelling, a comfortable viewing experience, and active interactivity, consumers are more likely to watch streams more frequently, which increases their likelihood of purchasing. Finally, control variables such as gender, age, education, and occupation were found to have no significant effect on purchase intention.

4. Discussion

The study’s findings provide meaningful insights into the role of entertainment factors in shaping consumer purchase intentions within live streaming commerce. Specifically, enjoyment, comfort, and interactivity significantly increase viewing frequency, which in turn strengthens purchase intentions, while storytelling influences purchase intention through a different, more direct pathway. Notably, enjoyment functions primarily as an indirect driver of purchase intention through viewing frequency rather than as a direct determinant.

These results indicate that entertainment factors influence purchase decisions mainly by encouraging sustained attention and repeated viewing, underscoring the need for strategies that promote engagement, such as interactive formats and storytelling-driven presentations. In contrast, quality, conceptualized as technical excellence and service reliability, directly affects purchase intention but does not increase viewing frequency, suggesting that consumers continue to prioritize experiential and interactive elements over purely technical performance.

Moreover, the findings extend prior research (e.g., Khunhardianingrum et al., 2025; Ali et al., 2025) by demonstrating that viewing frequency operates as a key mediator between entertainment factors and purchase intention, a pathway largely overlooked in earlier studies that focused mainly on trust, authenticity, or cross-border value (e.g., Tripura et al., 2023). Within the SOR framework, this study identifies entertainment characteristics as external stimuli that trigger internal responses, represented here by increased viewing frequency, which in turn drives purchase intention. By specifying this mechanism, the study expands the SOR model beyond conventional variables such as trust or satisfaction, highlighting entertainment as a core psychological route shaping consumer decision-making.

By focusing on entertainment factors among the content characteristics identified by Tripura et al. (2023), this study offers both theoretical and practical implications. Theoretically, it clarifies the mediating role of viewing frequency, extending existing models of consumer engagement. Practically, it suggests that live streaming commerce should complement product excellence and customer trust with strategies that enhance experience design and foster sustained participation. The findings stress that simple information provision or technical stability is insufficient, making the strategic integration of enjoyment, storytelling, interactivity, and comfort essential. Such an approach underscores the importance of emotional connection and hedonic dimensions while guiding firms to develop differentiated advantages in digital marketing strategies.

Compared with prior research, this study reveals a significant shift. Specifically, it suggests a transition in the e-commerce environment from approaches centered on reducing transaction risk and building trust toward leveraging hedonic engagement as a direct driver of consumer behavior. While previous studies on live streaming commerce emphasized the roles of streamers and platforms (e.g., Ali et al., 2025; Pan et al., 2024), this study confirms that entertainment characteristics, mediated by repeated viewing and emotional engagement, serve as stronger predictors of purchase intention (e.g., Guo et al., 2021; Hu et al., 2017; Peng et al., 2025). This indicates that consumers are not merely passive recipients influenced by external factors but active participants who form purchase intentions through repeated exposure, emotional connection, and enjoyable experiences. Accordingly, firms and marketers should prioritize experience-centered strategies that foster ongoing engagement. From this perspective, live commerce can be redefined not as a short-term sales channel but as a platform that facilitates long-term relationship building and delivers differentiated experiences. Ultimately, enjoyment emerges as the most influential driver of repeated viewing, while storytelling plays a key role in shaping emotional engagement and directly influencing purchase intention, reinforcing the view of live commerce as a hybrid entertainment–shopping ecosystem.

This study employed a non-probability sampling method, which may limit the representativeness of the sample and the generalizability of the findings to the broader population of live streaming commerce users. In particular, the sample was skewed toward younger consumers, with a relatively high proportion of male respondents and participants aged 15–24. As younger consumers tend to be more responsive to hedonic and entertainment-oriented stimuli the observed effects of entertainment characteristics may be relatively more pronounced in this demographic. Accordingly, the findings should be interpreted as reflecting consumer

behavior primarily within younger user segments rather than the entire population. Nevertheless, given that younger consumers constitute a core user base of live streaming commerce, the results provide meaningful insights into how entertainment-driven mechanisms shape engagement and purchase intention in this rapidly growing market.

By integrating quality into the entertainment experience and reframing purchase intention as an outcome of experiential design, this study contributes to both theoretical advancement and practical strategy in digital commerce. Through rigorous analysis, nineteen hypotheses were tested, effectively addressing the research questions. The findings provide a solid empirical basis for further discussion of consumer behavior in live streaming commerce. The following are the key conclusions drawn from the collected data. These entertainment elements contribute to consumer engagement by enhancing attention, emotional connection, and, in some cases, repeated viewing, depending on the specific characteristics involved. Specifically, enjoyment stems from engaging and interesting content; storytelling captivates audiences through compelling narratives; comfort ensures a pleasant and accessible viewing environment; and interactivity facilitates direct communication between the host and the audience. These factors encourage deeper engagement with the live streaming experience.

Unlike the common belief that high-quality audio and video enhance viewer engagement, this study found that technical quality does not significantly contribute to repeated viewing. This finding suggests that viewers do not necessarily watch more frequently solely because of superior audiovisual quality, which is consistent with Liu et al. (2022), who argued that while technical quality contributes to trust, it may not directly lead to emotional engagement or sustained participation. The positive effects of enjoyment and interactivity on sustained engagement are consistent with prior findings by Chen et al. (2018) and Bawack et al. (2023), which emphasize the importance of real-time interaction in fostering emotional connections with viewers.

Storytelling and technical quality were found to have no significant effect on viewing frequency, a result that aligns with Li et al. (2023), who noted that storytelling or technical quality alone is insufficient to sustain repeated engagement as technological standards become normalized. Live streaming commerce continues to face questions regarding sustainability. However, this study suggests that effective use of entertainment characteristics can mitigate such uncertainties and promote long-term sustainability in digital commerce environments.

5. Conclusions

5.1. Theoretical Implications

This study provides several valuable insights into live streaming commerce. First, it independently defines the conceptual significance of entertainment characteristics in live streaming commerce and empirically verifies their impact. Previous studies in traditional e-commerce have been heavily focused on informational and functional aspects, often neglecting the emotional and psychological influences on consumer behavior. This study addresses that limitation by systematically identifying the psychological effects of entertainment characteristics as emotional stimuli. Specifically, it conceptualizes enjoyment, storytelling, comfort, interactivity, and quality as emotional stimuli, operationalizes them clearly, and incorporates them as a unified construct in the research model. It empirically demonstrates the structural pathways through which these characteristics influence viewing frequency, ultimately affecting purchase intention. This approach contributes significantly to the academic literature by theoretically refining entertainment characteristics, which had previously been treated in a fragmented and inconsistent manner, and by presenting a scalable analytical framework for future research through independent, mediating, or moderating variables.

Second, the study empirically verifies the mediating effects of viewing frequency on the relationship between entertainment characteristics and purchase intention. By doing so, it proposes a multi-layered consumer response model that integrates behavioral participation into a sequential process. This model serves as a robust analytical foundation for understanding and predicting dynamic consumer behavior in the context of live streaming commerce.

Third, by integrating the Stimulus Organism Response (SOR) model and the Uses and Gratifications Theory (UGT), the study structures the causal pathway from entertainment characteristics, as external stimuli, through internal responses such as viewing frequency, to purchase intention. This expands the theoretical scope of consumer response research centered on emotional experience and repeated exposure and underscores the importance of strategic content design that considers emotional engagement and sustained participation. As a result, the study demonstrates both the practical applicability and theoretical extensibility of its model in analyzing consumer behavior in live streaming commerce.

Fourth, this study empirically demonstrates that quality does not significantly influence consumer engagement in live streaming commerce, nor does it mediate emotional or behavioral responses. Instead, it has a direct effect on

purchase intention. This finding aligns with recent arguments that technical quality, while important, no longer serves as the primary determinant of viewer engagement in environments where streaming quality has already reached standardized levels. This suggests that the traditionally central role of quality in driving customer satisfaction and purchasing behavior may be diminished in digital commerce, particularly in real-time streaming environments, or perceived as secondary to emotional design elements. In contexts where technical quality has been standardized above a certain threshold, consumers are no longer motivated to engage repeatedly based solely on technical attributes such as video clarity or sound quality. Rather, they tend to place greater value on content-based experience factors, such as emotional connection, storytelling, and interactivity. These results provide theoretical support for the notion that emotional design can exert a stronger influence than technical perfection and further suggest a paradigmatic shift in consumer response research, from functional attributes toward emotional attributes.

5.2. Business Implications

The practical implications of this study are as follows. First, it provides actionable insights for content planning and operational strategy in live streaming commerce. The empirical evidence shows that entertainment elements such as enjoyment, storytelling, comfort, and interactivity significantly affect purchase intention by increasing viewing frequency. This suggests that companies and marketers should go beyond simple product presentations or information delivery and focus on designing content that fosters emotional engagement and real-time interaction. In emerging digital markets, where consumers are particularly responsive to emotional connections and participatory experiences, strategies centered on emotional content, such as enhanced storytelling, real-time feedback, and a friendly host demeanor, may prove essential.

Second, the study offers strategic guidance on leveraging quality as a content element. The analysis reveals that while technical quality (e.g., video and audio clarity) does not significantly impact viewing frequency, it does directly influence purchase intention. This implies that companies should prioritize emotional elements such as storytelling and interactivity to enrich viewer experiences, while simultaneously maintaining a baseline level of technical quality to reinforce product trustworthiness and brand image. In markets where trust and professionalism are key determinants of purchasing decisions, high-resolution video and stable streaming can still serve as persuasive cues for purchase.

Third, the study provides empirical evidence on the factors that shape viewing habits and encourage repeated

engagement. Enjoyment, comfort, and interactivity are found to play critical roles in increasing viewing frequency and promoting habitual participation. These findings support strategies aimed at transforming live commerce from a short-term transactional channel into a long-term relationship-building platform. By strengthening interactive features such as real-time chat, polls, and personalized content offerings, along with emotional connection mechanisms, companies can enhance both brand loyalty and return visit rates.

5.3. Managerial Implications

The findings of this study provide important implications for practitioners in live-streaming commerce. Rather than treating live-streaming solely as a transactional platform, firms should conceptualize it as an entertainment ecosystem, as storytelling and enjoyment were identified as stronger drivers of purchase intention than traditional quality cues, highlighting the need for investment in creative content development. In contrast with prior recommendations emphasizing trust-building (Ali et al., 2025) or platform optimization (Peng et al., 2025), this research demonstrates that hedonic engagement is the most powerful conversion tool. Accordingly, companies are advised to train streamers in narrative techniques, implement interactive comfort features such as real-time chat and polls, and monitor engagement-related indicators such as sustained viewing duration and repeat visits to maximize purchase outcomes. By shifting from a purely transactional approach to a relationship- and engagement-oriented strategy, managers can more effectively convert entertainment-driven interactions into repeat purchases and consumer loyalty.

5.4. Limitations and Future Research

This study contributes to the understanding of consumer behavior in live streaming commerce, but several limitations should be acknowledged. First, while the data were collected from an emerging market context, specifically Uzbekistan, the findings are not necessarily limited to this regional setting. Although cultural factors, digital familiarity, and consumer expectations may differ across countries, the fundamental psychological and behavioral mechanisms identified in this study are likely to hold relevance across various digital commerce environments. Future research is encouraged to test the generalizability of these findings through cross-cultural comparative studies.

Second, the study employed a cross-sectional research design, which restricts the ability to draw definitive causal conclusions between variables. While this research captures consumer perceptions at a specific point in time, constructs

such as viewing habits and purchase intention are dynamic and may evolve over time. A longitudinal research design is therefore recommended to more accurately verify causal relationships.

Third, although the survey items were developed and refined based on prior research, the rapidly changing technological landscape and diverse content formats of live streaming commerce may not have been fully reflected. Further refinement and validation of the measurement instruments are necessary to capture the evolving characteristics of the live streaming environment.

Fourth, while several demographic variables such as gender, age, education, and occupation were included as control variables, more nuanced factors such as digital literacy, access to digital infrastructure, and media consumption preferences were not fully incorporated. These variables may exert substantial influence on consumer behavior in live streaming commerce, suggesting the need for future research to include them as more sophisticated moderating or mediating variables.

Fifth, this study focused primarily on viewing frequency as a mediating variable in the empirical analysis but did not account for other important psychological constructs such as trust, emotional attachment, or social presence. These factors can play a critical role in actual purchasing behavior. Future research should aim to develop integrated models that include such psychological and emotional variables to broaden and deepen the scope of analysis.

Sixth, this study employed a non-probability convenience sampling method rather than random sampling in order to collect data from individuals with high accessibility and willingness to participate. Paper-based surveys were directly distributed to high school and university students across several institutions. These participants, who were highly familiar with live streaming commerce, contributed to efficient data collection. However, this sampling approach may limit the representativeness of the overall consumer population. Considering factors such as age, socioeconomic status, and regional differences in digital accessibility, the sample used in this study may constrain the generalizability of the findings. Therefore, future research should adopt a sampling strategy that reflects a broader range of demographic characteristics.

Seventh, as this study relied on self-reported survey data, the possibility of response bias cannot be ruled out. Respondents may have provided socially desirable answers or responded based on perceptions and intentions rather than actual behaviors. In particular, variables such as purchase intention may differ from real purchasing behavior. To address this issue, future research should consider using observational data or experimental designs to capture actual behavioral responses.

Eighth, the measurement of quality, one of the independent variables in this research model, may have been somewhat inadequate. For instance, items such as 'Visual clarity enhances the viewing experience' and 'High production quality promotes viewer engagement' focus more on evaluating the effects of quality on other variables rather than directly measuring the construct of quality itself. This limitation in measurement item design may have contributed to the lack of statistically significant results for the hypotheses related to quality. Therefore, future research should consider selecting or developing measurement tools that more precisely reflect the conceptual definition of quality within the context of live streaming commerce.

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