



THE KEY FACTORS OF CONSUMER PURCHASE INTENTION IN E-COMMERCE LIVE-STREAMING ENVIRONMENT: A SYSTEMATIC NARRATIVE REVIEW

FENGJINGJING^a, Muhammad Zaffwan bin Idris^{b*}, Ramlan bin Jantan^c

^a *Faculty of Art, Sustainability and Creative Industry, Universiti Pendidikan Sultan Idris (UPSI), Perak, Malaysia*

^{b, c} *Faculty of Art, Sustainability and Creative Industry, Universiti Pendidikan Sultan Idris (UPSI), Perak, Malaysia*

**Corresponding author's email: zaffwan@fskik.upsi.edu.my*

ABSTRACT

The explosive growth of internet technology and social media has paved the way for e-commerce live-streaming. At the core of this trend are the live-streamers themselves: product experts who steer consumers toward the items that best fit their needs. This research investigates how streamer attributes influence consumer buying behavior. Leveraging the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework, this study systematically reviewed 22 articles culled from the Scopus and China National Knowledge Infrastructure (CNKI) databases to pinpoint the characteristics of streamers that sway consumer purchasing decisions. This research evaluated the theoretical frameworks, methodologies, determinants, and outcomes presented in the cited literature. The findings indicate that the streamer's attractive attributes (appearance, personality, voice), interactive attributes (entertainment, responsiveness, affinity, personalization, clarity), recommendation attributes (professionalism, credibility, innovation, consistency, responsibility), and additional attributes (popularity, empathy, cultural intelligence) all exert differing levels of favorable influence on customers' buying inclinations. These findings highlight the significance of streamer characteristics in consumer purchasing intentions. They provide e-commerce marketers and streamers with actionable suggestions for increasing consumer purchase intentions.

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1. INTRODUCTION

Since 2016, e-commerce live-streaming has witnessed explosive growth as an emerging format, with its development speed outpacing traditional e-commerce (Qian, 2023). Notably, the global live-streaming e-commerce market share is projected to

reach 5.29 billion e-commerce market users by 2027, and the e-commerce market is expected to hit US\$6.35 trillion by 2027 (Benchmark International, 2023). Live e-commerce is the emerging, impactful, and sought-after method for selling online. That is, online live shopping is becoming increasingly popular among consumers, profoundly impacting their consumption behavior and experience (Ren & Zhu, 2023).

In stark contrast to the conventional e-commerce marketing approach, the live-streaming e-commerce model involves influencers showcasing goods (Wang et al., 2022). These influencers capitalize on the platform's expansion and cultivate their brand identity during the growth phase, enhancing the live-streaming experience to attract more viewers and boost sales (Liu & Tian, 2024). The development of real-time, interactive live broadcast platforms and consumers' use and consumption of fragmented time are complementary to each other. Accordingly, network streamers, as the primary component of the live broadcast platform, bear the crucial task of connecting the platform with consumers. The characteristics and style of network streamers have a significant impact on consumers' purchasing behavior (Jiang, 2021).

While e-commerce live streaming is rapidly emerging, it has also exposed some problems, such as streamers' frequent failures and an imperfect selection mechanism for streamers (Yu, 2023). Some streamers lack professionalism, fail to keep promises, and infringe upon their rights in pursuit of huge profits, often leading to collective complaints. Therefore, these problems should not be overlooked (Zhang & Chen, 2024).

Research to date has not yet fully explored the intricate traits of e-commerce personalities and their pivotal role in shaping consumer purchasing intentions (Yin, 2023). This knowledge gap can leave streamers unaware of which aspects of their persona truly resonate with buyers, potentially resulting in broadcasts that fail to hit the mark. This mismatch in style and interaction can undermine the impact of product promotions (Shen, 2023). Consequently, streamers may struggle to establish their personal brand and market clout, which can limit their advancement within the field. Such a scenario could hinder the broader growth and innovation of the e-commerce live-streaming sector. Furthermore, in the face of an international market, streamers are expected to exhibit top-notch live-streaming prowess and personal magnetism. They must also navigate cultural divides and adapt to diverse global markets, a significant challenge that further complicates the selection process for individuals with the right characteristics (Wang, 2024).

Considering these circumstances, it is essential to investigate how a streamer's personality traits influence a consumer's purchasing desire during e-commerce live streams. Studying this group of individuals will provide us with a better understanding of the communication dynamics unique to this platform (Zhang et al., 2022). Since we lack a thorough definition of the streamer's function, this study surveys the existing literature to develop an in-depth understanding of streamer characteristics and purchase decisions.

The following summarizes the main objectives of this systematic review:

1. Analyze the characteristics and trends of published articles that influence the attributes of e-commerce live-streaming streamers on consumer purchase intentions.
2. Identify the characteristics of e-commerce streamers that impact consumers.
3. Discuss current research's limitations on e-commerce streamers' characteristics and provide ideas for future research.

2. METHOD

This research undertakes a Systematic Literature Review (SLR), a commonly used approach for addressing the practical challenges of social work. Using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework, the study meticulously identifies, screens, and incorporates studies into its meta-analysis (Haddaway et al., 2022). It also focuses on the impact of e-commerce live streaming on customer buying behaviors. The SLR will synthesize key research outcomes and identify areas requiring further exploration, thereby laying the groundwork for future research in this emerging field.

2.1 Search for related literature

This study conducted a literature review utilizing Scopus and CNKI databases. Scopus provides a global research perspective, while CNKI encompasses a wide range of Chinese-language publications. This makes it particularly suitable for studies within China's live streaming e-commerce sector. By integrating these two databases, the review guarantees both comprehensiveness and in-depth coverage. The search scope encompasses papers published from 2020 to 2024, including those with abstracts, titles, or keywords, to capture the most recent research trends. Additionally, the references of the selected articles were examined and filtered. All search results were managed using Excel and Zotero, and Boolean operators were employed to expand keywords and refine search strategies, thereby ensuring the identification of as many eligible studies as possible.

Table 1: Search terms

Database	Search Terms
Scopus	TITLE-ABS-KEY (e-commerce AND live-streaming AND streamer AND buy OR spend OR consume OR pay OR purchase-intention OR willingness OR behavior AND effect OR influence OR factors)
CNKI	TITLE-ABS-KEY (e-commerce live-streaming AND consumer AND purchase intention)

Source: (findings from examination of two databases are presented in a comprehensive table)

The terms employed in the search were "e-commerce," "live-streaming," "streamer," and "buy OR spend OR consume OR pay OR purchase-intention OR willingness OR behavior AND effect OR influence OR factors." In the initial stage, keywords were identified, and similar phrases were searched, considering the use of synonyms to broaden the search scope. To ensure consistency in the retrieval from the CNKI and Scopus databases, adjustments were made based on language differences, cultural context, and search engine characteristics. This enhances the accuracy and comprehensiveness of the search. As a result, the study developed all relevant terms and search queries for CNKI and Scopus (presented in Table 1). Through this process, 168 eligible articles were successfully retrieved for further review.

2.2 Screening

2.2.1 Apply exclusion and inclusion criteria

The aim of defining inclusion and exclusion criteria is to ensure that the selected studies align closely with the focus of this research. The specific review criteria are detailed in Table 2. This study examines factors influencing consumer

purchase decisions in e-commerce live streams, relying solely on peer-reviewed academic research. The inclusion criteria are as follows: journal articles from Scopus and CNKI; articles written in either Chinese or English; publications from 2020 to 2024; and exploratory research on the intersection of e-commerce live streaming, prominent streamers, and the determinants of consumer buying behaviors, alongside empirical studies. Our focus excludes works that fail to delve into the realm of e-commerce live streaming and the role of streamers, as well as those not written in either Chinese or English, or lack empirical case analysis. After further screening, 71 articles were retained from the 168 relevant papers.

Table 2: Criteria for this review

No	Index	Include criteria	Exclude criteria
1	Topic	Research involving live-streaming e-commerce, streamers, and purchase intention	Research that does not involve live-streaming e-commerce, streamers, and purchase intention
2	Language	English & Chinese	Non-English & Chinese
3	Time line	2020 – 2024	< 2020
4	Literature type	Journals, Thesis	Books, conference papers, reports, review articles, etc.
5	Research Methods	Empirical research	Non-empirical research
6	Number of occurrences	1 time	Repetition
7	Publication Stage	Final	In Press

Source: (Chart of statistics on the screening process for the second phase of the systematic evaluation)

2.2.2 Relevance assessment

By carefully analyzing the abstracts and objectives of each article, their relevance was evaluated. Eligible studies must employ quantitative, qualitative, or mixed research methods and be empirical. Articles were screened based on two main criteria: (1) empirical research and (2) focus on streamer characteristics. At this stage, 45 articles were selected from the 71 relevant publications that met the predetermined standards.

2.3 Apply quality assessment

The final filtering process was the quality assessment stage. During this phase, all publications' titles and content were thoroughly scrutinized to ensure they met the inclusion criteria and aligned with the research objectives. While 45 publications met the predefined standards, articles with overlapping conclusions and similar research methods were excluded. Ultimately, 22 journal articles relevant to this study were selected.

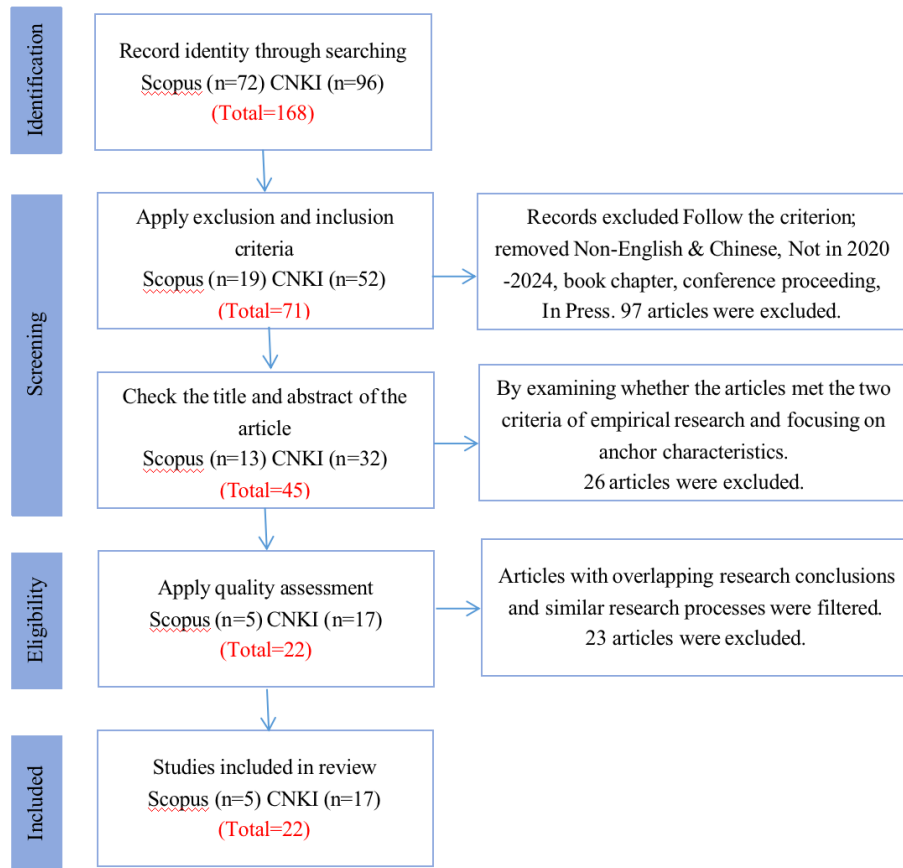


Figure 1: Flow diagram of the proposed searching study

2.4 Synthesizing the result

At this stage, this synthesis examines 22 articles to address the research questions.

Table 3: All review article information

No	Source	Title
1	(Tang X., Hao Z., & Li X., 2023)	The influence of streamers' physical attractiveness on consumer response behavior: based on eye-tracking experiments
2	(Shi, R., Wang, M., Qiao, T., & Shang, J., 2024)	The Effects of Live Streamer's Facial Attractiveness and Product Type on Consumer Purchase Intention: An Exploratory Study with Eye Tracking Technology
3	(Chen, J., Luo, J., & Zhou, T., 2024)	Research on Determinants Affecting Users' Impulsive Purchase Intention in live-streaming from the Perspective of Perceived Live Streamers' Ability
4	(He, C., Hashim, N., Kamarudin, S., Yu, M., & Shi, L., 2024)	Mediating Effect of Emotional Response Between Streamers' Characteristics and Consumer Purchase Intention in E-Commerce live-streaming
5	(Jiang, Y., Lee, H.-T., & Li, W., 2024)	The effects of live streamer's expertise and entertainment on the viewers' purchase and follow intentions
6	(Zhang, D., & Chen, Q., 2024)	The Impact of Live E-commerce Streamer Characteristics on Consumers' Purchase Intentions—An Empirical Analysis Based on the SOR Model

7	(Wang, X., 2024)	A Study on the Influence of E-commerce Streamer Traits on Consumers' Purchase Intentions -Take cross-border live-streaming as an example
8	(Liu, D., & Tian, Y., 2024)	The Influence of TikTok Live E-commerce Streamer Characteristics on Consumers' Purchase Intentions—An Analysis Based on the S-O-R Theory
9	(Ren, K., & Zhu, Y., 2023)	The Impact of E-commerce Streamers on Consumers' Purchase Intentions in the Context of the Digital Economy—A Study Based on Fuzzy-Set Qualitative Comparative Analysis
10	(Tian, L., & Li, D., 2023)	The Impact of E-commerce Streamers' Online Interactions on Consumers' Purchase Intentions
11	(Zheng, M., 2023)	The Impact of Streamer Interactivity on Consumers' Purchase Intentions in Live E-commerce Scenarios
12	(Yu, G., 2023)	The Impact of E-commerce Streamer Recommendations on Consumers' Purchase Intentions—Based on SEM and fsQCA Methods
13	(Qian, Y., 2023)	A Study on the Influence of E-commerce Streamer Characteristics on Consumers' Purchase Intentions
14	(Zhao, J., 2023)	The Impact of E-commerce Streamers' Interpersonal Attraction on Consumers' Purchase Intentions
15	(Yin, L., 2023)	The Effect of E-commerce Streamers' Interaction Quality on Consumers' Impulsive Purchase Intentions
16	(Liu, Y., Fu, H., & Lü, B., 2022)	From "Spectators" to "Customers" in Live E-commerce—A Study on the Impact Mechanism of Streamer Characteristics on Consumers' Viewing and Purchase Intentions
17	(Liu, Y., & Li, Y., 2022)	The Impact of E-commerce Streamers' Personal Attributes on Consumers' Purchase Intentions
18	(Meng, S., 2022)	The Influence of Official Streamer Traits on Consumers' Purchase Intentions
19	(Chen, W., 2022)	Chen Wenqing. A Study on the Impact Mechanism of E-commerce Streamers on Consumers' Purchase Intentions
20	(Hong, J., 2021)	The Impact of Live E-commerce Interactivity on Consumers' Purchase Intentions
21	(Jiang, Y., 2021)	A Study on the Characteristics of Online Streamers and Their Influence on Consumer Purchase Behavior
22	(Han, X., & Xu, Z., 2021)	The Impact of E-commerce Streamer Attributes on Consumers' Online Purchase Intentions—A Study Based on the Grounded Theory Method

3. RESULTS

3.1 Current research trends on streamer characteristics and consumption intentions

3.1.1 Research scope

The 22 articles incorporated in this study are primarily written by Chinese researchers, suggesting that the exploration of streamer characteristics and their impact on consumer behavior has not yet garnered broad attention in other nations.

As depicted in Figure 2, research on streamer traits and customer habits has consistently increased annually from 2020 through 2024, indicating a growing interest in the influence of streamers. By organizing and categorizing the literature, we discovered that these studies cover multiple disciplines. This includes psychology, management, economics, communication studies, marketing, technology, innovation behavior, and behavioral sciences.

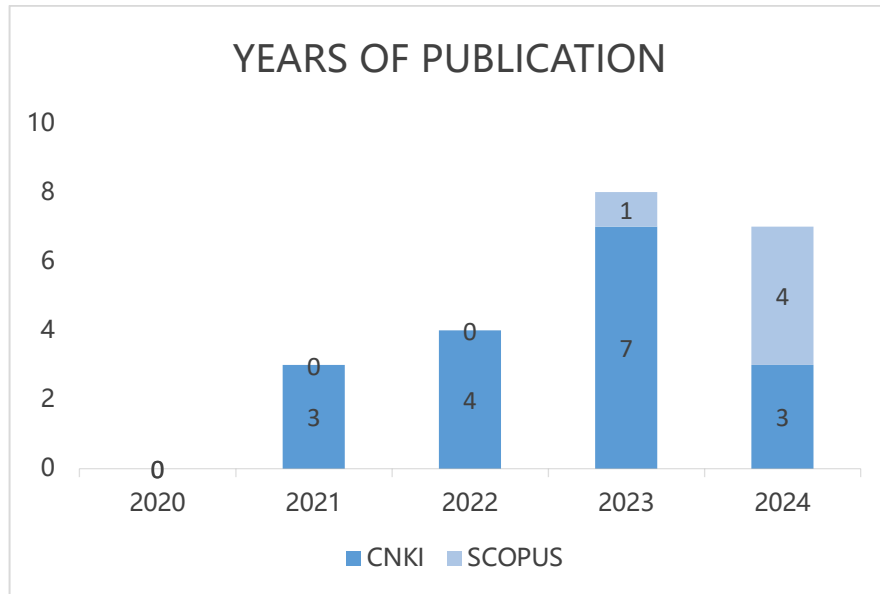


Figure 2: Publication duration of articles

Source: Table 3's Article Years (Self-Drawn)

3.1.2 Research methods

Among the 22 articles in this study, quantitative research takes the lead ($n = 17$), while the remaining articles comprise two qualitative studies and three mixed-method studies. The majority of studies gathered data via surveys ($n = 20$), followed by interviews ($n = 2$) and experiments ($n = 2$). Overall, investigations into the influence of streamer traits on buyers predominantly rely on survey data, with research methods being relatively concentrated and not exploring other methods and tools in depth. Thus, future studies could blend multiple methods to boost reliability and professionalism.

3.1.3 Research theories

To better summarize the research findings, this study analyzes the mechanism of streamer characteristics and their theoretical underpinnings. All 22 articles are grounded in theoretical frameworks, using the Stimulus-Organism-Response (SOR) model, which is the most common (count = 15), followed by the Source Credibility Theory ($n = 2$) and Trust Theory ($n = 2$). In contrast, the remaining articles adopt various other models. Additionally, this study identifies the dependent variables examined in the research. Table 4 provides these variables in descending order of frequency, with purchase intention being the most frequently studied variable.

Table 4: All review article information

Dependent variable	Frequencies
Consumer purchase intention	17
impulse buying intention	2
Willingness to continue watching	2
Willingness to continue participating	1
follow intention	1

Source: Data derived from the theoretical structure as presented in 22 studies (Citation: Author's illustration).

Research models have categorized studies examining the interplay between streamer traits and consumer actions into four categories. In particular, the first category delves into the immediate effects of streamer characteristics on buying habits, a hallmark of initial research efforts. Meanwhile, the second category narrows its focus to mediation or moderation models, investigating how streamer traits sway consumer emotions, trust, and engagement, subtly shaping purchasing decisions. Furthermore, the third category combines mediation and moderation models to examine the influence of various streamer traits on consumer attitudes and behaviors. Finally, the fourth type examines the combined effects of streamer characteristics, analyzing how these combinations impact consumer behavior and identifying both core and auxiliary factors. Table 5 outlines the influence mechanisms of streamer characteristics, summarizing the key streamer characteristics that affect consumer behavior and identifying those used as mediating or moderating variables. This provides a clearer understanding of the various ways streamer characteristics function.

Table 5: All review article information

Independent variable	Mediator variable	Moderator variable
Appearance	Emotional cognition, Consumer emotion*2, Parasocial interaction*2, Perceived value	product type
personality	Parasocial interaction, Flow experience	
voice	Parasocial interaction*2, Perceived value	
attraction	Perception of practical value, perception of hedonic value, perceived risk, sense of identity, emotion, flow experience, parasocial interaction	perceived quality
entertainment	Consumer cognition (social presence, trust*3), consumer perceived value*2 (perceived functional value, perceived emotional value, perceived social value), flow experience*2	optimal stimulation level
responsiveness	Consumer cognition (social presence, trust*3), flow experience*2	Need for cognitive closure, streamer popularity
affinity	Perceived risk, perceived trust	
personalization	Flow experience, consumer trust	
clarity	flow experience	need for cognitive closure

interactivity	Emotional cognition, consumer emotion, perceived risk, perceived trust*3, perceived usefulness*2, consumer perceived value (perceived emotional value, perceived social value), sense of identity	Types of e-commerce live-streaming platforms, perceived quality, and streamer popularity
Professionalism	Emotional cognition, consumer emotion*2, trust*2, consumer perceived value*2 (perceived functional value*3, perceived emotional value, perceived social value), perceived practical value, perceived hedonic value, perceived risk, sense of identity, flow experience	E-commerce live-streaming platform type, perceived quality, and optimal stimulation level
Trust	Flow experience, emotional trust, practical value perception, hedonic value perception, perceived risk, sense of identity, emotion	curiosity, perceived quality
Innovativeness	Consumer perceived value (perceived functional value, perceived emotional value, perceived social value)	
Consistency	perceived usefulness, trust	E-commerce live-streaming platform types
Responsibility	Perceived risk, perceived trust	
Popularity	Emotional cognition, consumer emotion, perceived risk, perceived trust*2, perceived usefulness*2, consumer perceived value*2 (perceived functional value*3, perceived emotional value, perceived social value)	E-commerce live-streaming platform types
Empathy	Emotional cognition, consumer emotions	
Cultural Intelligence	Flow experience, emotional trust	curiosity

Source: Statistics based on the conceptual framework in 22 articles (Source: own drawing).

3.1.4 Moderating effect

The research indicated that as streamers gain traction, their popularity intensifies the positive impact of consumer trust on the likelihood of a purchase (Hong, 2021). Furthermore, consumer curiosity serves as a beneficial moderator, enhancing the impact of a streamer's cultural savvy, engagement, and credibility on the consumer's experience of 'flow' and fostering a deeper emotional connection (Wang, 2024). Meanwhile, cognitive closure moderates the influence of a streamer's interactivity on the consumer's flow experience. When interactivity levels are low, consumers high in cognitive closure can experience a decrease in immersion levels due to limited access to information. However, when the interactivity level increases significantly, these consumers' flow experiences also increase (Zheng, 2023).

3.1.5 Mediating role

The study reported that consumer-perceived value (functional, emotional, and social value) and parasocial interaction mediate the relationship between streamer characteristics (professionalism, entertainment, and interpersonal attractiveness) and purchase intention. The streamer's skill, coupled with the vibrant live-streaming environment, elevates viewers' confidence in the product's quality and significantly boosts their enjoyment and a sense of community, thereby stimulate their desire to make a purchase (Qian, 2023; Shi et al., 2024; He et al., 2024; Jiang et al., 2024; Zhao, 2023; Chen, 2022). In addition, perceived risk and trust play a mediating role. The more popular, reliable, personable, and engaging a streamer is, the less risky consumers perceive the interaction and the more they trust the streamer (Liu & Tian, 2024; Tian & Li, 2023). Consumer trust, social presence, flow experience, and perceived pleasure significantly shape the impact of influencer engagement on buying

decisions. The engaging back-and-forth, two-way communication and sheer entertainment streamers offer can boost a consumer's feeling of participation and overall enjoyment. This, in turn, can increase their likelihood of making a purchase (Tian & Li, 2023; Hong, 2021). Additionally, the timeliness and clarity of a streamer's responses directly impact consumers' flow experience. The more timely and clear the responses, the stronger the consumer's sense of immersion (Zheng, 2023; Yin, 2023; Chen et al., 2024; Jiang et al., 2024).

3.2 Key characteristics of e-commerce streamers that shape consumer attitudes

E-Commerce Live Streamer Attributes: These are defined by qualities, personalities, and characteristics. Based on research statistics, this study has identified 16 high-frequency streamer attributes and categorized them into four groups: charm, interactive, recommended, and additional attributes. Table 5 details their respective meanings.

Table 6: Moderating or mediating streamer characteristics

Streamers Attributes	Dimensions	Definition	Amount
Charm attributes	Appearance	Appearance attractiveness signifies e-commerce streamers' physical traits aligning with consumer aesthetics and preferences (Zhao, J., 2023).	7
	Personality	Personality charm denotes e-commerce streamers' traits, fulfilling consumer desires (Han, X., & Xu, Z., 2021).	4
	Vocal	Vocal appeal denotes the qualities of the e-commerce streamer's voice that align with customers' auditory expectations (Han, X., & Xu, Z., 2021), including voice quality, speaking style, voice emotion, etc. (Zhao, J., 2023).	3
Interactive properties	Entertainment	Entertainment denotes the inherent joy experienced by viewers during engagements with streamer-led events (Chen, J., Luo, J., & Zhou, T., 2024).	6
	Responsiveness	Responsiveness reflects users' views on streamer immediacy and efficacy (Chen, J., Luo, J., & Zhou, T., 2024). Responsiveness refers to the streamer's timely responses to questions raised by consumers about products or services during the live-streaming (Tian, L., & Li, D., 2023).	5
	Affinity	Affinity refers to the sense of closeness and influence exuded by the streamer and the audience during the communication process (Ren, K., & Zhu, Y., 2023).	3
	Personalization	Personalization entails tailoring services for consumers to cater to their unique requirements and enhance commercial prospects (Chen, J., Luo, J., & Zhou, T., 2024).	3
	Clarity	E-commerce streamer responses to consumer concerns are transparent and precise, readily comprehensible (Zheng, M., 2023).	3
Recommended properties	Professionalism	Professional recommendation, in the context of e-commerce streamers, hinges on their ability to convey product information with expertise and offer authoritative insights rooted in their field. This is akin to a seal of approval from someone who knows their stuff (Zhang, D., & Chen, Q., 2024).	13
	Trust	Streamer trust represents the degree to which the streamer is honest, upright, and trustworthy (He, C., Hashim, N., Kamarudin, S., Yu, M., & Shi, L., 2024).	5

Additional attributes	Innovation	Innovation can be achieved by providing consumers with differentiated live-streaming content and forms, and creating unique live-streaming room settings and atmosphere (Qian, Y., 2023).	3
	Consistency	Recommendation consistency actually represents the convergence of opinions of streamers on the platform about the same product or service (Yu, G., 2023).	2
	Responsibility	Responsibility mainly refers to the streamer's selection of products, explanation of products and details, and after-sales service of the products (Liu, D., & Tian, Y., 2024).	1
	popularity	Streamer popularity refers to the public's awareness and understanding of a certain individual or organization. It is an objective measure of a person's or organization's reputation (Zhang, D., & Chen, Q., 2024). Popularity is a comprehensive reflection of the streamer's personal social status, voice, and other factors (Liu, D., & Tian, Y., 2024).	5
	Empathy	Empathy refers to the ability to put yourself in another person's shoes and thereby feel and understand their emotions (Zhang D, Chen Q, 2024).	1
	Cultural Intelligence	Cultural intelligence refers to the ability of individuals in different countries and cultural backgrounds to deal with cross-cultural situations (Wang, X., 2024).	1

Source: Data derived from the theoretical structure as presented in 22 studies (Citation: Author's illustration).

3.2.1 Charming attributes: appearance, personality, voice

With social media's ongoing spread and in-depth evolution, physical attractiveness has become a crucial yardstick for netizens when evaluating media personalities. This appearance-driven evaluation impacts netizens' favorability towards media figures and positively impacts consumer behavior (Zhao, 2023). Research indicates that within live e-commerce environments, the streamer's image holds great significance. Their live-stream performance directly influences the audience's initial impression and has a significant impact on consumers' purchase intent (Zhang & Chen, 2024).

Communication research also suggests that the allure of a communicator's voice is vital in fostering close emotional bonds. The more appealing the voice, the more readily people interact with the communicator, which in turn influences consumer purchasing patterns. In e-commerce live streaming, the streamer's vocal performance encompasses sound quality, pitch, emotional expression, rhythm control, and overall attractiveness. Streamers with engaging voices can often capture the audience's attention through pleasant and amiable intonations, creating a relaxed and enjoyable live-streaming ambiance, thereby increasing consumers' willingness to buy (Zhao, 2023).

When a streamer's traits captivate consumers, they will further assess the streamer's charm based on their words, deeds, and personality during the live stream. Suppose the streamer's appearance aligns with consumers' aesthetic expectations. In that case, their voice is friendly, and their personality exudes sincerity and vivacity, forming a comprehensive image that is highly appealing to consumers. Research suggests that when the host's external performance closely aligns with consumers' psychological anticipations, consumers are captivated by live content. It simultaneously fosters a deeper bond and confidence in the host's endorsements and the products they recommend (Liu & Li, 2022). Subsequent studies have discovered that consumers' perception of the streamer's attractive attributes (appearance, personality, voice) significantly heightens the sense of immersion during live

streaming. This perceived interchangeability boosts buyer engagement, facilitating spontaneous acquisitions (Liu & Li, 2022). Significantly, consumer intent to buy is notably influenced by the streamer's charm (appearance, personality, voice) over the practical requirements of the product (Chen, 2022).

The e-commerce live-streaming domain views the streamer's image, vocal tone, and character as key influencers on customers' purchase intent. By effectively leveraging these elements, streamers can enhance audience interaction and further drive consumer behavior toward purchasing.

3.2.2 Interaction attributes: entertainment, responsiveness, affinity, personalization, clarity

Entertainment

During the e-commerce live-streaming phenomenon, streamers employ a variety of tactics to enhance the live room's ambiance, enriching the overall viewing experience. This approach captures the audience's gaze and deepens the connection between the streamer and the viewers, bolstering engagement and fostering trust (Tian & Li, 2023). Additionally, interactive chat features, eye-catching animations, freebies, and on-the-spot deals offer a feast for the senses. These elements keep viewers engaged and sharpen their focus on the streamer and their endorsed products (Qian, 2023).

Streamers also skillfully guide viewers into a state of flow, where they lose track of time and distractions, fully absorbed in the live stream. This immersive state yields a sense of psychological fulfillment and enjoyment (Wang, 2024). Accordingly, they create a virtual shopping environment that feels remarkably realistic, making it more palatable for viewers to accept the streamer's product pitches and promotional tactics (Tian & Li, 2023). Moreover, entertainment is crucial for maintaining a lively atmosphere and is pivotal in stirring consumer emotions and boosting their desire to buy (Qian, 2023). Engagement likewise connects streamers to viewers, strengthening community ties. Studies indicate that the satisfaction and joy derived from entertainment can have a significant impact on actual sales.

Responsiveness

In the age of fragmented information, people's life pace is constantly accelerating, and the demand for information has become immediate. When individuals voice a need, they often hope to receive a prompt response to address the current issue. Live streams foster engagement, effectively bridging the distance between the broadcaster and the viewer. Consumers' questions can be answered in the shortest possible timeframe. This rapid response meets consumers' immediate information needs, effectively enhancing their trust in the streamer and their sense of being in the live-streaming environment. This promptness in problem-solving often piques consumers' interest in products, directly triggering their purchase intentions (Zheng, 2023).

Affinity

Affability is a crucial bridge for streamers to forge an emotional bond with consumers and a key element in consumers' assessment of the streamer's trustworthiness and professionalism. Research indicates that when a streamer exudes strong affability, it can effectively increase consumers' fondness and attention toward the streamer and its recommended products. This emotional resonance often leads consumers to

identify with the streamer psychologically, which can translate into actual purchasing behavior (Liu & Tian, 2024). Additionally, high affability can raise consumers' perception of emotional value. When faced with an affable streamer, consumers are more likely to perceive the streamer as a friend or advisor and, consequently, place greater trust in the streamer's recommendations (Liu & Tian, 2024).

Personalization

Numerous studies have demonstrated that the customized services offered by streamers during the interaction phase can substantially narrow the emotional gap between streamers and consumers, thus boosting consumers' perceived trust in the streamers (Yin, 2023). The efficacy of personalized services is not merely meeting consumer needs. It further encourages spontaneous purchases. Research has revealed that when consumers' personalized needs are fulfilled, their mood improves significantly, and this enhanced mood can prompt them to make impulsive purchasing decisions (Yin, 2023).

Clarity

Unambiguous information is considered a crucial factor in enhancing the persuasiveness of a message. In e-commerce live streams, crystal-clear and comprehensive information is the bedrock for a successful broadcast and significantly influences what shoppers buy (Zheng, 2023). Clear information transmission can reduce consumers' uncertainty during the purchasing process. Research stated that precise and detailed live content can effectively reduce information gaps. When consumers receive sufficient information support during live-streaming, their confidence in the product significantly improves. This confidence prompts consumers to place an order immediately, enhancing their post-purchase satisfaction and increasing repurchase rates and brand loyalty (Zheng, 2023).

Interactivity

E-commerce livestreams offer superior information delivery and effective connection through bidirectional interaction (Yu, 2023). Facilitating instant interaction between advertisers and their intended audience (Zhang & Chen, 2024). For instance, shoppers pose queries or post feedback via live feeds, and streamers respond in real-time. Streamers can display product details or provide intuitive demonstrations of product functions tailored to consumers' specific needs, thereby meeting the diverse needs of consumers for product information (Yu, 2023). Research suggests that a two-way interactive live-streaming experience can effectively guide consumers into a flow experience. When streamers connect with viewers and provide a satisfying experience in live streams, those viewers are far more likely to become attracted on the content and feel a strong urge to purchase what is being offered (Wang, 2024).

In conclusion, the interactive traits of e-commerce streamers (entertainment, responsiveness, affability, personalization, and clarity) substantially impact consumers' purchase intentions. Streamers can forge emotional bonds and establish trust with viewers through engaging and highly responsive interactions, which directly influence their purchase intentions. Moreover, personalized content and clear communication further enhance consumers' confidence and decision-making capabilities. These interactive elements create an immersive shopping experience and

effectively drive consumer purchasing behavior, underscoring the vital role of streamer interaction features in consumer decision-making.

3.2.3 Recommended attributes: professionalism, trust, innovativeness, consistency, responsibility

Professionalism

The effectiveness of live-streaming e-commerce is closely tied to the streamer's expertise, encompassing product knowledge, sales skills, and communication abilities (Zhang & Chen, 2024). The streamer's professionalism significantly enhances consumers' trust and favorability toward the products. It also enhances the persuasiveness of word-of-mouth information, increasing consumer receptiveness to endorsements from streamers who demonstrate expertise. Live streaming can increase consumers' awareness of product quality and foster emotional resonance (Zhang & Chen, 2024). Research indicates that professional streamers leverage their extensive knowledge and practical experience during live streams to demonstrate excellent product selection and evaluation skills, thereby increasing consumer trust and purchase intention (Yu, 2023).

Trust

Streamer reliability has a significant impact on consumer trust and buying behavior in e-commerce live streaming (Wang, 2024). During the live stream, the streamer uses detailed presentations, professional explanations, and sincere recommendations to effectively alleviate consumer doubts and demonstrate professionalism and sincerity. This approach promotes purchase desire and enhances emotional connections with consumers. The streamer's credibility makes it easier for viewers to enter a "flow" state, which in turn boosts their desire to buy and deepens their emotional connection with the streamer (Wang, 2024). The more reputable a streamer is, the more likely consumers are to accept the information they share as accurate and reliable. This trust fosters a sense of security and closes the gap between the streamer and its audience, making consumers more likely to make a purchase.

Innovativeness

As the e-commerce live-streaming sector rapidly advances, the number of streamers continues to grow. However, the problems of a single live-streaming mode and content homogenization are becoming increasingly severe. The traditional method of product promotion is causing consumer fatigue, resulting in a gradual decline in interest in e-commerce live-streaming. This issue has become increasingly prominent, necessitating innovative live content and interactive methods to regain consumer attention and engagement (Qian, 2023). Innovation among e-commerce streamers is significant. By providing differentiated live-streaming content and formats, streamers can showcase product promotion methods that deviate from traditional live-streaming. This creates an attractive environment by incorporating brand stories and developing unique live-stream room settings and atmosphere. This innovation can capture consumer attention, enhancing participation and purchase intention (Qian, 2023).

Consistency

Consistency in recommendations during e-commerce live streaming is crucial to influencing consumer choices. The concept of recommendation consistency stems

from the social influence component within the Unified Theory of Acceptance and Use of Technology (UTAUT) model, highlighting the role of community influence. Social influence refers to the extent to which individuals are influenced by the opinions and behaviors of others when making decisions. The coherence between past and present data is frequently recognized as a key determinant in shaping users' judgments about the credibility of information material (Yu, 2023). In the e-commerce live-streaming environment, recommendation consistency refers to the convergence of opinions among streamers on the same product or service. This consistency resonates among streamers and directly affects viewers' purchasing decisions. When multiple streamers offer unanimous positive comments about the same product or service, consumers' trust in the recommending streamer is enhanced, and their awareness and trust in the product or service also increase. Research indicates that when e-commerce live streams consistently recommend products, viewers are more likely to remember the content. This, in turn, boosts conversion rates and ultimately leads to increased sales for both the platforms and the streamers themselves (Yu, 2023).

Responsibility

Consumers seek streamers who exhibit professionalism and responsibility to obtain more detailed and trustworthy product information. These streamers can effectively alleviate consumers' doubts, increase their trust in the product, and reduce perceived risk. The streamer's accountability bolsters consumer confidence and alleviates their concerns, decreasing their apprehension about unexpected hazards. This approach stimulates shoppers' appetites for buying and sharpens their resolve when making decisions. Studies indicate that such a strategy can significantly boost consumers' likelihood of purchasing (Liu & Tian, 2024).

In conclusion, the recommended attributes of e-commerce streamers, including professionalism, trust, innovativeness, consistency, and responsibility, have a significant influence on consumers' purchase intentions. Streamers who demonstrate professionalism and responsibility can establish credibility and build trust with their audience, reducing perceived risks and enhancing confidence in their recommended products. Innovativeness and consistency in product presentation and communication further engage consumers, fostering a sense of reliability and creating an environment that encourages informed purchasing decisions. These attributes collectively enhance consumers' perceptions of the streamer's expertise and commitment, thereby influencing purchasing decisions and highlighting attribute salience in consumer judgment.

3.2.4 Additional attributes: popularity, empathy, cultural intelligence

Popularity

The entry threshold for the live-streaming e-commerce industry is low, and there are many types of streamers, resulting in uneven quality. Therefore, consumers usually prefer well-known streamers in obtaining information and making purchasing decisions (Liu & Tian, 2024). Popularity reflects the streamer's social attributes, including social status, public familiarity, and celebrity effect (Yu, 2023). Research indicates that consumers' decision-making behavior is influenced by the popularity of the streamer (Zhang & Chen, 2024). With their massive fan base and influence,

streamers can attract more consumers to watch, increasing purchase intention (Zhang & Chen, 2024).

Empathy

Streamers' empathy in e-commerce live-streaming has a significant impact on consumers' online buying choices, serving as a pivotal influence. Studies indicate that a streamer's capacity for empathy during e-commerce live streams has a notable and beneficial impact on how consumers perceive and feel about the products being promoted (Zhang & Chen, 2024). Specifically, streamers can emotionally resonate with consumers by displaying empathy and establishing a sense of trust and emotional connection. This resonance can enhance consumers' perceived value of products streamers recommend and stimulate their emotional responses, thereby affecting their purchasing decisions.

Cultural Intelligence

Streamers with high cultural intelligence can adapt their behavior and communication methods to bridge the psychological distance with consumers. Research reveals that streamers' cultural intelligence enhances their work attitudes and behaviors, helping them demonstrate confidence and professionalism when interacting with consumers from diverse cultural backgrounds. In e-commerce live-streaming interactions, streamers with high cultural intelligence can significantly influence consumer emotions through positive attitudes and passionate expressions. This emotional stimulation enhances consumers' sense of pleasure, prompting them to enter a state of flow, thereby increasing their purchase intention (Wang, 2024).

In conclusion, the additional attributes of popularity, empathy, and cultural intelligence also significantly influence consumers' purchase intentions. Popularity, as a reflection of a streamer's social status and credibility, attracts more viewers, thereby increasing trust and the likelihood of purchase. Empathy allows streamers to connect emotionally with their audience, fostering trust and enhancing consumers' perceived value of promoted products. In addition, cultural intelligence enables streamers to adapt their communication and behavior to resonate with diverse consumer groups. This further strengthens emotional bonds and improves the overall consumer experience. These attributes create a more engaging and persuasive live-streaming environment, ultimately driving consumer purchasing decisions.

3.3 Limitation

3.3.1 Regional limitations and insufficient cultural applicability

Most existing studies focus on the Chinese market, neglecting regional and cultural applicability. The research is primarily based on data from Chinese consumers, which limits its ability to reflect the global live-streaming market. Consumer preferences for streamer characteristics can vary significantly across cultures. For instance, Chinese consumers value affinity and interactivity, while consumers in Europe and America may prioritize professionalism and emotional expression in streamers. Additionally, cultural differences affect the relationship between streamer characteristics and consumer behavior. For example, the significance of emotional sincerity, social recognition, and personalized expression differs across cultures. Thus, future studies should expand sample coverage, incorporate data from multiple countries, and build a globally applicable model. Notably, examining how cultural disparities influence

streamer traits can yield significant insights into international live-streaming e-commerce marketing strategies.

3.3.2 Insufficient diversity of streamer types and scenarios

Current research on streamer types and live-streaming scenarios is limited and does not fully address the impact of diverse streamer professions on consumer behavior. Existing studies primarily focus on the external performance of streamers, but they lack attention to the types of streamers (e.g., professional, official, or influencer streamers). Different types of streamers play varying roles in live-streaming, such as opinion leaders, spokespeople, interactive friends, or salespeople, which are often aligned with specific product categories or brand images. For example, beauty streamers are closely linked to product display, while tech streamers emphasize professionalism and rational analysis. Future research should investigate these streamer types and their distinct impacts on consumer behavior, elucidating the complex interaction mechanisms between streamers and consumers and offering theoretical insights into live-streaming e-commerce.

3.3.3 Differences between platforms are understudied

Existing research often focuses on traditional e-commerce platforms (e.g., Taobao, JD.com) or top-interest platforms (e.g., Douyin, Kuaishou), with limited attention to how platform characteristics influence consumer behavior. Significant differences in operational logic and user behavior patterns between traditional and interest-based e-commerce platforms have not been systematically explored. For example, traditional e-commerce users tend to have a consumption-driven mindset, whereas interest-based e-commerce users are more influenced by emotional resonance and scenario-based marketing. Platforms' interactive methods and algorithmic recommendation systems also subtly affect consumer decision-making. Hence, future research should explore the impact of platform characteristics on user groups and consumption behaviors, as well as the synergistic effects between platforms and streamers.

3.3.4 Limitations of research methods

Most existing studies rely on quantitative methods, which, while providing systematic data, often overlook the complexity and nuance of consumer perceptions. Quantitative research focuses primarily on variables and struggles to capture consumers' emotional responses to streamer characteristics. Therefore, future research should combine qualitative methods (e.g., in-depth interviews, focus groups) and experimental research to supplement quantitative data. Qualitative research can help explore consumers' perceptions of streamer characteristics, while experimental studies can examine the specific impacts of these characteristics on consumer emotions and behavior in various contexts. In subsequent research, there is a need to move away from broad, sweeping macro-level assessments and delve into how streamer traits influence consumer perceptions, purchasing desires, and brand loyalty. This approach is expected to yield more practical knowledge that benefits both scholarly discourse and real-world applications.

4. CONCLUSION

This study reviews the literature related to streamer characteristics and consumer purchasing behavior. It comprehensively analyzes the theoretical framework, research

methods, variable settings, sample selection, research results, and limitations of existing research. Research has reported that different characteristics of streamers have varying degrees of impact on consumers' purchase intentions. This is reflected explicitly in the streamer's attractive attributes (appearance, personality, voice), interactive attributes (entertainment, responsiveness, affinity, personalization, clarity, degree), recommended attributes (professionalism, credibility, innovation, consistency, and responsibility), and additional attributes (popularity, empathy, and cultural intelligence). In other words, all have varying degrees of positive impact on consumers' purchase intentions. In addition, consumer trust (emotional trust, cognitive trust, and perceived trust), consumer emotions (emotional experience and perceived emotional value), and flow experience are often used as mediating variables to determine the relationship between streamer characteristics and consumer purchase intention. There are still many areas to be explored in research on the impact of streamer characteristics on consumer purchasing behavior. In the future, scholars should continue to explore its application in different cultural backgrounds and consumer groups, providing more innovative research and application cases for academia and industry.

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