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**THE IMPACT OF LIVE-STREAMING CONTENT
CHARACTERISTICS ON CONSUMERS' PURCHASE
INTENTION FOR AGRICULTURAL PRODUCTS:
THE MEDIATING ROLE OF PERCEIVED TRUST**

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Abstract:

Live-streaming for the e-commerce of agricultural products has grown significantly in recent years. Analysing the relationship between its content characteristics and users' purchasing intentions is of great significance for enhancing the competitiveness of live-streaming e-commerce. Current research in this field is still relatively limited. This paper uses questionnaire surveys to gather research sample data. After that, it conducts an empirical investigation of how live-streaming content attributes like visibility, interaction, and enjoyment affect consumers' purchase intentions and how this influence works, all from the standpoint of consumers' perceived trust. The findings of the study indicate that the attributes of high-quality live-streaming content greatly increase consumers' intent to purchase and indirectly affect their purchasing choices by boosting users' perceived trust. In addition, perceived trust serves as an important mediator in the process by which the qualities of live-streaming material impact users' purchase intentions. Based on this, the research suggests that the overall quality of live-streaming content for agricultural products should be emphasised, such as enriching entertainment elements, optimising the visual display of products, and enhancing interactivity, in order to further increase consumers' trust and provide a reference for improving consumers' purchase intention.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Keywords:**

Agricultural Products; Live Streaming Content Characteristics; Perceived Trust; Consumers' Purchase Intention; E-Commerce Live Streaming

Introduction

Live-streaming of agricultural products has become an important but still developing market (Cao, 2024). Based on a PwC survey, it was found that in nations including Thailand, India, and Malaysia, over 30% of users opted to buy products using live-streaming platforms (Peng et al., 2021). In China, the push for agricultural growth through the "Internet + Agriculture" initiative and rural revitalisation efforts has led to live-streaming in the e-commerce sector for agricultural products becoming a crucial method for boosting farmers' earnings and fostering rural economic progress (Liu et al., 2025). The yearly revenue from agricultural sales via live-streaming has surpassed 2.5 trillion yuan, with this upward trend continuing (People's Daily Online, 2024).

The consumption of agricultural products has a distinct "trust product" feature, indicating that buyers must depend on the seller's indications about origin, variety, and freshness since they are unable to evaluate the products' quality firsthand before making a purchase. (Yan, 2022). In this situation, the highly visualised display provided by live-streaming e-commerce (Li et al., 2024), real-time interaction (Zhang et al., 2022), and entertainment experience (Otto Nauma Tambunan & Andy Bangkit Setiawan, 2023) helps alleviate information asymmetry, enhance consumer confidence, and thereby increase purchase intention (Chen, 2021). In recent years, numerous producers and distributors of agricultural goods have enthusiastically participated in e-commerce live-streaming platforms, utilizing real-time engagement and visual presentations to improve sales outcomes (Tan, 2024; Hu, 2023). Nevertheless, there are still issues like one-dimensional marketing strategies and a lack of creativity in product presentation when agricultural goods are live-streamed (Chen et al., 2025), which not only lessens viewers' attention but also somewhat lowers their intention to buy (Jia & Pan, 2023).

Research in the realm of e-commerce live-streaming frequently emphasizes various aspects, including the features of live-streaming (Chen et al., 2023), the motivations driving users to embrace live-streaming (Cai & Woh, 2019), and the connections to marketing outcomes (Chen et al., 2023). A key aspect is the visual presentation; features such as high-definition visuals, detailed close-ups of products, and displays from multiple angles enable consumers to better understand product quality and enhance their confidence in decision-making (Sun, 2022). The interactive nature of exchanges between viewers and streamers not only fosters stronger relationships but also builds trust and brand loyalty, ultimately contributing to increased sales conversion rates (Tian & Yao, 2024; Kang et al., 2021). A different set of researchers has identified the significant impact of entertainment within the live streaming context, suggesting that engaging content can lower consumers' perceived risks, stimulate emotional responses, and improve the overall consumption experience (Otto Nauma Tambunan & Andy Bangkit Setiawan, 2023; Zhang & Liu, 2024). Nonetheless, studies focusing on the live-streaming of agricultural goods remain relatively scarce. The visibility, engagement, and entertainment aspects of live-streaming video have seldom been the subject of a comprehensive

analysis in the literature about the effects on customers' trust in and propensity to buy agricultural products.

In order to address a deficiency in existing research, this study investigates the effects of three fundamental content attributes—visibility, interactivity, and entertainment—on viewers' trust in the content and their propensity to make a purchase through live-streaming agricultural products. In pursuit of this goal, the present study develops and empirically evaluates a model grounded in the S-O-R theory. In this framework, the traits of live-streaming content are viewed as external stimuli that influence consumers' purchase intentions through their internal cognitive state, specifically perceived trust. The findings of the study indicate that visibility, interactivity, and entertainment each have distinct influence pathways in the development of perceived trust, further supporting the idea that perceived trust acts as a mediator in increasing purchase intention. In addition to adding to the body of knowledge on online live streaming, the findings provide useful information for improving agricultural product live streaming marketing strategies, boosting consumer engagement and trust, and fostering the sustainable advancement of agricultural product live streaming.

Literature Review and Hypothesis Development

Currently, one of the most popular and fast growing forms of online shopping is live streaming, significantly influencing consumer purchasing habits and business strategies in China and beyond (Guo & Qu, 2020). Compared with other types of marketing, live streaming agricultural marketing focuses on contents such as live products display, real-time interaction, and highly engaging session, which are important in reducing the gap of information. By means of live streaming, customers could have more comprehensive understanding of the product's attributes, leading to a more certain purchasing choice (Meng et al., 2024; Shu & Chen, 2022).

In contrast to conventional e-commerce that depends only on text and images, live streaming in e-commerce incorporates multiple components, such as product demonstrations, host's performance and interactive contents into authentic and live streaming environment with verbal expression (Hu, 2023). During the live broadcasting procedure, customers do not focus only on product itself, they may also be influenced by host's verbal expression, customer response, streaming pace and emotional atmosphere (Liu et al., 2025; Wang & Fan, 2021). Although these elements are not associated with product itself, they would still influence users' watching experience and psychological response, and then enhance perceived trust at emotional level (Yin & Wang, 2020).

The research uses the SOR model (Mehrabian & Russell, 1974) to fully elaborate on the influence of these content qualities on consumers' mental processes and actions. This hypothesis suggests that people in a certain environment are influenced by external stimuli, which cause certain changes in individuals in terms of their cognition and/or emotion, and then appropriate behavioral responses are triggered. The SOR model, recognized as a classic and essential framework in research pertaining to e-commerce, it has been extensively utilized in the examination of consumer behavior, information systems, and digital marketing to examine how environmental factors affect user behavior (Deng et al., 2021; Guo et al., 2021; Shu & Chen, 2022).

Figure 1 Research framework of "content characteristics–perceived trust–purchase intention" based on the hypothesis. Visibility pertains to the prominence of agricultural products during live broadcasts, including interface design, host's facial expression and movement, and the display of product information (Sun, 2022; Zhang et al., 2021). Interactivity denotes the modalities of engagement between anchors and viewers, including the display of product information, Q&A, lotteries, and viewers' information exchange to exchange information (Zheng, 2023; Fan et al., 2020). Entertainment refers to the entertainment value, relaxation, and creativity brought about by the live broadcast, including the host's performance style and the overall ambiance (Zhang, 2022). These stimulating factors jointly act on consumers' psychological states, thereby influencing their overall perception of live-streaming content. This article takes perceived trust as an organic variable to measure consumers' psychological perception of live-streamers or platforms in terms of professionalism, information authenticity and credibility, etc. The intention to purchase among consumers serves as a crucial factor representing their behavioral reactions, illustrating the extent to which they are inclined to make buying choices influenced by live streaming suggestions. This intention can be expressed through various actions, including making orders, including products in shopping carts, sharing links, or assisting farmers with leftover goods.

In conclusion, this research aims to explore, through the lens of SOR theory, how the attributes of content in live-streaming agricultural products influence consumers' purchasing behavior through the perception of trust. This analysis aims to uncover the fundamental psychological processes involved and to offer theoretical guidance for enhancing the content of live-streaming e-commerce. Research model is illustrated in Figure 1:

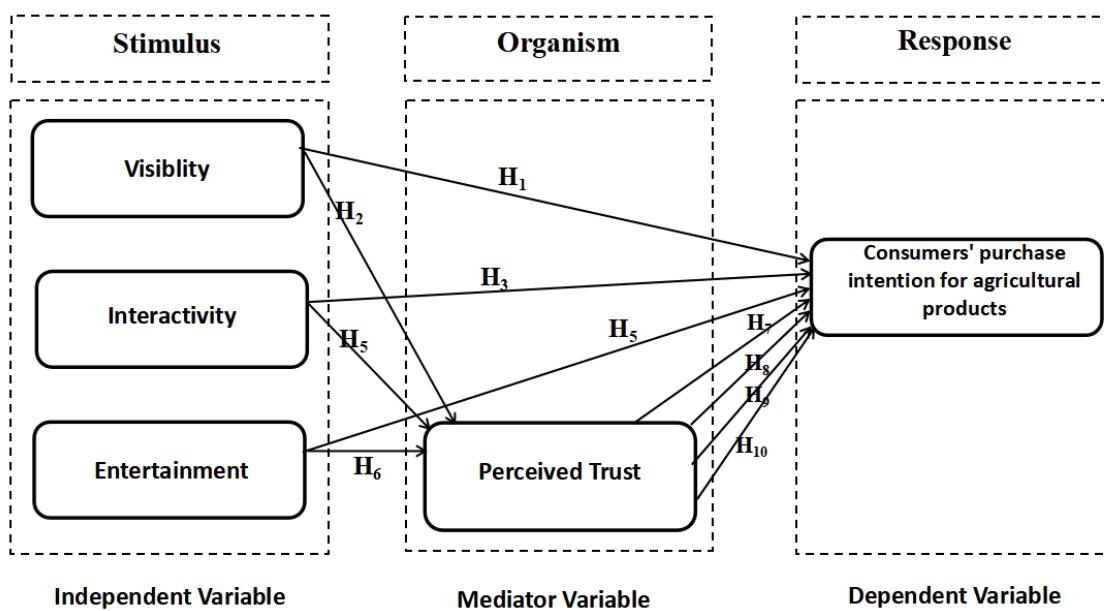


Figure 1: Research Model

Source: Authors' Own Illustration

Visibility

Visibility is an important bridge connecting products and consumers (Li, 2023). Through the use of live streaming in e-commerce, companies have the ability to demonstrate the details of

products to customers in real-time. Additionally, this method fosters an engaging experience similar to that of in-person shopping, thanks to the hosts' live explanations and interactions (Li, 2023; Sun, 2022). Agricultural product live-streaming makes this function stand out. Consumers can observe in real time the freshness, origin and quality, processing procedures and even transportation packaging of products, which can effectively reduce cognitive uncertainty and perceived risks (Sun, 2022).

The enhancement of visibility not only improves consumers' understanding of the products, but also may enhance their trust in the platform and merchants at the psychological level (Meng et al., 2024). An exceptionally clear presentation procedure reduces the cognitive gap between customers and goods, hence enhancing their confidence in assessing product value (Hu, 2023; Wongkitrungrueng & Assarut, 2020). Building on the earlier analysis, this research presents the subsequent hypothesis:

H1: The visibility of agricultural live streaming positively impacts consumers' purchase intention.

H2: The visibility of agricultural live streaming positively impacts perceived trust.

Interactivity

Live streaming interactivity denotes the ongoing engagement between viewers and broadcasters (Qin, 2019). For example, getting back to the customer's questions immediately, communicating in real-time with the comments (Gu et al., 2025) and recommending products according to the consumers' requirements (Leng, 2022).

The biggest attraction of the live streaming and a significant determinant that affects consumers' purchasing intention (Meng et al., 2020; Dholakia et al., 2010). The interactive solutions such as bullet screens, special effects might greatly enhance customers' feeling of interaction and immersion, and then promote the conversion of buy intention (Zheng, 2023). Simultaneously, the findings reinforce our perspective: Should hosts manage to address product-related questions within three seconds of entering the live streaming room, the average time customers stay in that room would be 18.6 minutes. This promptness contributes to a perception that the anchors are genuinely enthusiastic about the customers, thereby improving their overall impression (Sun et al., 2021). The better customers' perceived faith in anchors' showing agricultural goods, and then the more likely they would purchase (Jin & Zhang, 2025). Many empirical research have proven that more contacts will increase positive feelings (Leng, 2022) and the more likely they will strengthen their social ties, and then enhance their perceived trust, and therefore, the greater the likelihood of positively influencing clients' buying intentions (Liu & Yu, 2022; Li & Ye, 2020). Building on the earlier analysis, this research presents the subsequent hypothesis:

H3: The interactivity of agricultural live streaming positively impacts consumers' purchase intention.

H4: The interactivity of agricultural live streaming positively impacts perceived trust.

Entertainment

Entertainment primarily denotes the extent of enjoyment experienced by customers during live streaming; a heightened level of enjoyment correlates with an increased propensity to buy (Dong, 2018). This experience mainly comes from the relaxed, enjoyable, and interesting atmosphere created by live streaming, such as vivid and humorous explanations by anchors, interactive games, bullet screen communication, lucky draws, and the sending of virtual gifts

(Yang, 2021; Zhang, 2022). When consumers gain pleasure and relaxation during the viewing process, it can satisfy their hedonistic shopping psychological needs and thereby enhance their purchase intention (Zhou, 2022). In addition, entertaining content can also enhance consumers' sense of trust (Yong, 2021). When elements such as origin stories, agricultural culture, and interesting displays are incorporated into live streaming, the psychological distance between consumers and the hosts and brands can be shortened, and the perceived trust of the platform and merchants can be enhanced (Xue et al., 2020). Building on the earlier analysis, this research presents the subsequent hypothesis:

H5: The entertainment of agricultural live streaming positively impacts consumers' purchase intention.

H6: The entertainment of agricultural live streaming positively impacts perceived trust.

Perceived Trust and Consumers' Purchase Intention

In a world full of unknowns, consumers need to feel trusted before they can even consider making a purchase (He, 2021; Huang et al., 2020). Trust can reduce consumers' perception of transaction risks, enhance their confidence in merchants and platforms, and thereby promote the achievement of purchase decisions (Chen, 2021). Research has indicated that the perception of trust can greatly increase consumers' readiness to engage with live-streaming content, while also directly influencing their buying actions (Li et al., 2023; Wu & Huang, 2023; Martinez-Lopez et al., 2021). Only when customers generate trust will they be able to be converted from attention to purchases. Building on the earlier analysis, this research presents the subsequent hypothesis:

H7: Perceived trust has a positive effect on consumers' purchase intention in agricultural live streaming.

The Mediating Role of Perceived Trust

Perceived trust has multiple pathways that impact customers' intent to buy. Scholars generally believe that perceived trust is a key mediating variable connecting external stimuli and final consumption behavior (Tan, 2022; L. van roiu et al., 2020; Yu et al., 2010). According to Zhang et al. (2021), elements like visibility, interactivity, authenticity, and entertainment in live streaming have the potential to influence consumers' purchase intentions both directly and indirectly by improving their perceptions of trust and usefulness. This indicates that perceived trust may play a bridging role between content stimulation and consumer response during live streaming.

For example, visibility reduces consumers' uncertainty and enhances their perception of product authenticity through multi-angle high-definition display (Liu & Zhang, 2024); Interactivity can establish a trusting atmosphere through immediate communication, question-and-answer feedback and a sense of participation between the host and the audience (Han et al., 2024); Entertainment enhances users' emotional investment through humorous language, emotional mobilization and other means, thereby increasing their trust in the streamer (Zhang & Liu, 2024). These various processes of psychological transformation might ultimately encourage consumers to engage in favorable buying choices. Building on the earlier analysis, this research presents the subsequent hypothesis:

H8: Perceived trust influences visibility and purchase intentions in agricultural live streaming.

H9: Perceived trust influences interactivity and purchase intentions in agricultural live streaming.

H10: Perceived trust influences entertainment and purchase intentions in agricultural live streaming

Methodology

The SOR framework was used for gazing at the features of live streaming material in this study, such as visibility, interactivity, and entertainment affect agricultural commodities purchase intentions, mediated by perceived trust. Structural equation modeling is used for empirical analysis, with data analyzed using IBM SPSS 27 and SmartPLS 4. The importance of the mediating impact is also examined using the Bootstrap approach.

Questionnaire Design and Measurement

To guarantee the validity and reliability of the questionnaire, this research adopts a recognized scale, incorporating necessary modifications to cater to the unique characteristics of e-commerce live streaming. A Likert scale was used for evaluating all categories, with 1 indicating "strongly disagree" and 5 signifying "strongly agree." As the numerical value increases, so does the level of agreement.

In line with the requirements for constructing a measurement scale, the evaluation criteria for live streaming content quality primarily refer to the findings of earlier studies (Han et al., 2024; Liu and Zhang, 2024; Liu et al., 2022). The measured attributes of perceived trust were mainly based on Shu and Chen (2022) and purchase intention was evaluated using the measures developed by Bell and Bryman (2007) and Sun et al. (2019).

Experts in e-commerce live streaming looked over the basic questionnaire and suggested changes that were made based on what they said. Finally, the pilot survey was conducted among 30 respondents. The final revision plan for the survey questionnaire was determined based on thorough consideration of the preliminary survey results.

Data Collection and Sample Description

Four hundred and ninety questions were sent out as part of an online questionnaire for this study using the Wensheng platform. Every participant reported having experience with live streaming, utilizing platforms such as Taobao Live, Douyin, JD.com, Pinduoduo, among others. The three platform has a large user groups, covering the different age, region and consumption levels of users, to ensure that the questionnaire and generalized the diversity of samples (Beijing Consumers Association, 2024). During the data organization process, invalid questionnaires with disordered filling logic, obviously random responses and short answering time were eliminated. Eventually, 351 valid samples were obtained.

In the analyzed sample, a notable demographic distribution was observed regarding participants' gender identities. Specifically, 46.7% of the individuals identified as male, whereas a slightly higher percentage, 53.3%, identified as female. Regarding age demographics, a significant proportion of respondents (82.1%) fall within the 18 to 45 age range, indicating that the main demographic for live-streaming e-commerce is comprised of young to middle-aged shoppers. This distribution not only reflects the preference of the younger generation for emerging shopping methods, but also indicates that live-streaming shopping is equally attractive among mature consumer groups. Moreover, an impressive 57.2% of the participants in this research possess a bachelor's degree or higher, indicating a significant educational background within the group. The prevalence of high educational attainment

among respondents plays a crucial role in understanding the entire group's profile. Additionally, the demographic characteristics identified in this study closely mirror those observed in individuals who engage in live-streaming for e-commerce purposes. Consequently, this sample accurately represents those who actively stream their shopping experiences for fresh farm products. This alignment enhances the reliability and applicability of the findings for this particular demographic.

Table 1. Sample Demographics of Respondents (N = 351)

Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	164	46.7
	Female	187	53.3
Age	Under 18	28	8
	18–25 years	56	16
Education Level	26–35 years	137	39
	36–45 years	95	27.1
Occupation	46 years and above	35	10
	High school or below	59	16.8
Monthly Income	Junior college / Associate degree	91	25.9
	Bachelor's degree	136	38.7
Viewing Frequency of E-commerce Live Streaming	Master's degree or above	65	18.5
	Other	29	8.3
E-commerce Live Streaming Platforms Used	Office worker / Employee	160	45.6
	Student	76	21.7
E-commerce Live Streaming Platforms Used	Freelancer	86	24.5
	CNY 2,000 or below	69	19.7
E-commerce Live Streaming Platforms Used	CNY 2,001–4,000	49	14
	CNY 4,001–6,000	128	36.5
E-commerce Live Streaming Platforms Used	CNY 6,001–8,000	64	18.2
	CNY 8,001 or above	41	11.7
E-commerce Live Streaming Platforms Used	2 times or less per week	34	9.7
	3–4 times per week	89	25.4
E-commerce Live Streaming Platforms Used	5–6 times per week	152	43.3
	7 times or more per week	76	21.7
E-commerce Live Streaming Platforms Used	Taobao Live	241	68.7
	Douyin Live	264	75.2
E-commerce Live Streaming Platforms Used	Pinduoduo Live	195	55.6
	Others	50	14.2

Note: The total percentage will not add up to 100% because it was rounded off. Also, for platforms, there were multiple responses possible so the sum of all percentages can be above 100%.

Source: Developed By The Authors Based On Survey Data

Finding**Reliability Analysis**

The stability and consistency of a scale are encapsulated in its reliability. A scale that exhibits greater reliability tends to produce a smaller standard error in measurement. The reliability of the Likert scale method is typically assessed using the Cronbach alpha statistic. As presented in Table 2, the Cronbach α values for each construct examined in this research exceed 0.7, suggesting that the scale utilized in this study demonstrates substantial reliability.

Table 2. Reliability Analysis (N = 351)

Variable	No. of Items	Cronbach's Alpha
Visibility (VIS)	4	0.854
Interactivity (INT)	4	0.842
Entertainment (ENT)	4	0.851
Perceived trust (PT)	4	0.845
Consumers' purchase intention(CPI)	4	0.863

Source: Developed By The Authors Based On Survey Data

Validity Analysis

Discriminative validity and convergent validity represent different facets of overall validity. Convergent validity assesses the extent to which items align with their underlying constructs through the use of metrics such as factor loading, combined reliability (CR), and average variance extracted (AVE). Based on the standards established by Fornell and Larcker (1981), the AVE should surpass 0.50, the combined reliability should be greater than 0.70, and the factor loading must stay above 0.50. In this study, the factor loadings for every item varied between 0.801 and 0.862, significantly exceeding 0.70 ($p < .001$), as demonstrated in Table 3. Each of the constructs has CR values that are well above 0.70, falling within the range of 0.894 to 0.907. All of the constructs have AVE values more than 0.50, which vary from 0.678 to 0.709. Therefore, there is strong evidence of convergent validity in this study's scale.

Table 3. Results of Convergent Validity Analysis

Constructs	Dimensions	Items	Factor loadings	CR	AVE
Content Features of Live-Streaming	Interactivity (INT)	VIS1	0.849	0.901	0.695
		VIS2	0.827		
		VIS3	0.822		
		VIS4	0.836		
		INT1	0.838		
	Entertainment (ENT)	INT2	0.801	0.894	0.678
		INT3	0.823		
		INT4	0.831		
		ENT1	0.806		
		ENT2	0.827		
		ENT3	0.842	0.9	0.692
		ENT4	0.851		

Perceived trust (PT)	PT1	0.820	0.896	0.683
	PT2	0.818		
	PT3	0.852		
	PT4	0.814		
Consumers' purchase intention(CPI)	CPI1	0.862	0.907	0.709
	CPI2	0.821		
	CPI3	0.844		
	CPI4	0.840		

Note: All factor loadings are significant at $p < .001$.

Source: Developed By The Authors Based On Survey Data.

According to the study by Fornell and Larcker (1981), for each construct, the square root of the average variance extracted (AVE) must exceed the correlation coefficients between that construct and the other constructs. When this condition is satisfied, we can assert that the scale demonstrates strong discriminant validity. Table 4 shows that the average range of latent variable is from 3.34-3.44, which means that people agree with the variables to some extent. Also, the standard deviation ranges from 1.10-1.16. It shows that the variation of people's answer is in an acceptable range. The relationships among the constructs range from 0.33 to 0.49, with all presenting statistical significance at the $p < .001$ level, suggesting meaningful connections between the variables. No evidence of Multicollinearity since all correlation coefficients are below 0.85 threshold value.

Table 4. Results of Discriminant Validity Analysis

Constructs	M	SD	VIS	INT	ENT	PT	CPI
VIS	3.34	1.1	1				
INT	3.37	1.11	0.42	1			
ENT	3.44	1.12	0.33	0.38	1		
PT	3.39	1.12	0.36	0.41	0.42	1	
CPI	3.37	1.16	0.46	0.45	0.49	0.48	1

Source: Developed By the Authors Based on Survey Data.

Common Method Bias and Multicollinearity Test

This study utilized a questionnaire survey to collect data from the same participants, which may result in potential concerns related to common method bias. Podsakoff et al. (2003) suggested a pre-procedural preventive and post-statistical test technique to solve the prevalent procedure bias issue and successfully manage this problem. The Harman single-factor technique was utilized in this study to evaluate common method bias. The main component analysis that was not rotated contained all of the elements. The bias might be controlled if the key factor could explain less than 40% of the variation. The assessment items for the subsequent constructs were analyzed using principal component analysis (PCA) without rotation, including relevance, timeliness, novelty, perceived value, and purchase intention. The results indicated that the first principal component represented 37.127% of the total variance, which is below the crucial threshold of 50% (Chen et al., 2022; Podsakoff et al., 2003). As a result, the issue of common method bias in this research does not require further exploration.

When independent variables in multiple regression analysis have a high degree of correlation with one another, this phenomenon is known as multicollinearity. This makes it difficult for the model to accurately estimate the effects of each variable on its own. In order to check for multicollinearity, one might look at the variance inflation factor (VIF). Using SmartPLS4, this research checked the VIF of each measurement item to see whether there was an issue with multicollinearity. According to the findings, the VIF values for all items fell far short of the 5-point criterion proposed by researchers (Hair et al., 2019). Therefore, there is no problem of multicollinearity in this study. It can effectively identify and mitigate multicollinearity issues among variables and is one of the key methods for controlling this problem in empirical analysis. To check the possible multicollinearity interference in this study, we employed SmartPLS 4 analysis tool and conducted comprehensive analysis of VIF values concerning all measurement parameters. All of the measurement items' VIF values fell somewhere in the range of 1.71 to 2.23. Compared with the suggested criteria of Hair et al. (2019), the present range is notably below the allowable threshold of 5.0. The results of the research suggest that there is an absence of statistically significant multicollinearity among the measured variables, which satisfies the prerequisites for subsequent data analysis. Consequently, this research is devoid of multicollinearity issues.

Hypothesis Testing

Table 5 presents an overview of the estimated path coefficients alongside the findings from hypothesis testing. The assessment of the structural model indicates that the data supports all the hypotheses proposed. The variable of visibility shows a significant positive effect on perceived trust ($\beta = 0.173$, $T = 3.185$, $p = 0.001$) and on consumers' intent to purchase ($\beta = 0.221$, $T = 4.374$, $p < 0.001$), thereby affirming H1 and H2. Furthermore, interactivity is shown to significantly enhance perceived trust ($\beta = 0.234$, $T = 4.263$, $p < 0.001$) and positively influences purchase intention ($\beta = 0.171$, $T = 3.459$, $p = 0.001$), thereby supporting H3 and H4. The element of entertainment is also positively correlated with perceived trust ($\beta = 0.275$, $T = 5.498$, $p < 0.001$) and greatly facilitates purchase intention ($\beta = 0.254$, $T = 4.814$, $p < 0.001$), offering evidence for H5 and H6. Moreover, perceived trust significantly influences consumers' intentions to purchase ($\beta = 0.222$, $T = 4.223$, $p < 0.001$), which supports H7.

Table 5. Structural Equation Model Results

Path	Estimate (β)	S.E.	T Statistic	P-value	Hypothesis
VIS→CPI	0.221	0.051	4.374	0.000 ***	H1: supported
VIS→PT	0.173	0.054	3.185	0.001 **	H2: supported
INT→CPI	0.171	0.05	3.459	0.001 **	H3: supported
INT→PT	0.234	0.055	4.263	0.000 ***	H4: supported
ENT→CPI	0.254	0.053	4.814	0.000 ***	H5: supported
ENT→PT	0.275	0.05	5.498	0.000 ***	H6: supported
PT→CPI	0.222	0.052	4.223	0.000 ***	H7: supported

Note: $p < .001 = ***$, $p < .01 = **$, $p < .05 = *$

Source: Developed By The Authors Based On Survey Data.

Mediating Effect Testing

This research employed the bootstrap technique to examine the mediating role of perceived trust among the variables, specifically conducting 5,000 resampling iterations (Liu, Zhang, & Chen, 2022; Shi et al., 2011). See Table 6 for details.

The findings from the mediation analysis indicate that visibility ($\beta=0.038$, $T=2.971$, $p=0.003$), interactivity ($\beta=0.073$, $T=3.877$, $p<0.001$), and the value of entertainment ($\beta=0.104$, $T=4.075$, $p<0.001$) have an indirect influence on purchase intention, mediated by perceived trust. A notable level has been attained. If we presume that H8, H9, and H10 receive full support, this further illustrates the crucial mediating function of perceived trust within this context.

Table 6. Results of Mediating Effect Testing

Path	Estimate (β)	S.E.	T Statistic	P-value	Hypothesis
VIS→PV→CPI	0.038	0.018	2.971	0.003 **	H8: supported
INT→PT→CPI	0.073	0.019	3.877	0.000 ***	H9: supported
ENT→PT→CPI	0.104	0.025	4.075	0.000 ***	H10: supported

Note: $p < .001 = ***$, $p < .01 = **$, $p < .05 = *$

Source: Developed By The Authors Based On Survey Data.

Conclusion and Recommendations

This research utilizes the Stimulus-Organism-Response model to examine consumer intentions towards purchases conducted through live streaming in the context of e-commerce. It develops a structural model that encompasses three characteristics of live streaming content: visibility, interactivity, and entertainment, along with perceptual trust in relation to purchase intention. The empirical research and analysis yield the following conclusions:

Among all the factors influencing purchase intention, entertainment value is the most important one. From the analysis, we can see that this statement has strong statistical support ($\beta=0.254$, $T=4.814$, $p < 0.001$), showing a strong positive correlation. This means that during the live stream, a relaxed, pleasant and interesting atmosphere will greatly increase the audience's favorability and make them more likely to purchase things (Lv, 2023). Visibility has an impact ($\beta = 0.221$, $T = 4.374$, $p < 0.001$) that is almost equal to perceived trust ($\beta = 0.222$, $T = 4.223$, $p < 0.001$). The clear and direct presentation of the product and consumers' confidence in the platform and streamer are equally important driving forces behind the purchase (Sun, 2022). Interactivity ($\beta = 0.171$, $T = 3.459$, $p = 0.001$) also has a positive impact on purchase intention. Real-time communication and interaction can greatly enhance customers' sense of participation and immersion, thereby facilitating their purchasing decisions.

The perception of trust serves a vital moderating function within these relationships. Statistical findings indicate that factors such as visibility, interactivity, and entertainment exert a noteworthy indirect effect on purchase intention. Furthermore, perceived trust is instrumental in this process, acting as the primary mechanism through which this indirect influence is realized, thereby affirming its mediating role in this context. This finding distinctly demonstrates the trajectory of online retail live streaming's influence: moving progressively from "engaging content" to "establishing trust", and ultimately reaching "sales conversion". This result also supports the S-O-R theory, while previous studies have emphasized that perceived trust is a key mediator linking content attributes to consumer purchasing behavior (Chen, 2021). When customers develop confidence in both the host and the platform during a live stream (He, 2021), the positive perception generated by the characteristics of the content is more likely to result in the intention to buy and actual purchasing behavior. This finding not

only enhances our theoretical insights into the live-streaming sector of e-commerce, but also offers empirical support for the development and execution of associated business strategies. This study, on one side, confirms earlier findings that trust is a crucial and essential factor in online shopping (Zhou, 2024; Wang & Gu, 2020). Conversely, it enables the academic community to acquire a deeper understanding of the substantial influence that entertainment exerts on live streaming. Importantly, when contrasted with previous studies in e-commerce, the effect of entertainment on consumers' buying intentions seems to be considerable. The primary emphasis of these studies is on two key areas: the presentation of information (Meng et al., 2020) and the experience of interactivity (Zheng, 2023). These theoretical relationships are complex, so such obvious differences often imply that online advertising has a distinct advantage in setting scenarios and creating atmospheres, and reveal the particularity of consumer psychology in e-commerce live streaming.

For instance, excessive entertainment may lead consumers to focus more on the atmosphere and the performances of the hosts rather than the products themselves (Zhang & Liu, 2025), thereby weakening consumers' rational judgment of product information and even making purchasing decisions impulsive. If this phenomenon continues over an extended period, it has the potential to adversely affect consumer satisfaction levels. Furthermore, a prolonged negative experience could tarnish the long-term reputation of the platform involved. This finding brings forth serious worries, as it could hinder the continuous sustainable advancement of the live-streaming e-commerce industry. Maintaining consumer satisfaction is crucial for the ongoing success and growth of such platforms, and any damage to their reputations may lead to detrimental effects on their overall viability in the marketplace. Additionally, the information derived from cross-sectional surveys fails to capture the evolving trends in consumer behavior. This study only included three types of content features: visibility, interactivity and entertainment, and did not consider potential variables such as individual differences and platform attributes. These issues offer further exploration space for future research.

This study expands the theoretical use of the SOR model in the context of live streaming in e-commerce, highlighting how content features and the impact of perceived trust shape consumers' purchasing intentions. It provides important insights for formulating strategies for sellers and platforms engaged in live-streaming e-commerce. Various forms of communication can be employed to improve engagement, and the importance of incorporating entertainment features should not be overlooked. The findings from the research provide valuable insights for e-commerce platforms and retailers: it is essential to boost visibility through clear and vivid product displays, but also to strengthen consumers' participation experience through diverse interactive methods. More importantly, the crucial role of entertainment in creating a favorable atmosphere should be emphasized. At the same time, "building trust" should be regarded as the core goal of live-streaming marketing. Through information transparency, professional services and genuine interaction, it can further promote the transformation of consumers from interest to purchase.

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