STOCKHOLM SCHOOL OF ECONOMICS
1351 Master's thesis in Business Management
Academic year 2024–2025

Exploring Consumer Interactions and Purchase Intentions in Live Shopping: A Uses and Gratifications and Social Exchange Perspective

Jiayu Li (42576) and Shuting Wang (42589)

Abstract: Live shopping, an interactive retail format enabling real-time interactions between consumers and retailers, is rapidly growing worldwide. It is well-developed in Asian markets, particularly in China, and increasingly adopted by European brands.
While prior research has explored live shopping from various perspectives, this study centers on the impact of audience-streamer interactions on consumers' purchase. Drawing upon Uses and Gratifications Theory and Social Exchange Theory, we develop a conceptual model to investigate how both monetary and non-monetary interactions influence consumers' perceived functional value, emotional value, and perceived risk, and how these perceptions subsequently affect their purchase intentions. The model also examines whether interaction intensity moderates these effects.
An online questionnaire was designed using validated scales, and empirical data were analyzed using R and SmartPLS. Monetary interactions enhance both functional and emotional value, while non-monetary interactions enhance emotional value and reduce perceived risk. Both functional and emotional value positively influence purchase intention. It is also found that interaction intensity directly influences purchase intentions, rather than moderating the effects of perceived values or risk.
This study provides empirical evidence that both types of interactions are crucial drivers of consumer purchase intentions, though contributing differently to perceived functional value and emotional value. Furthermore, this study also extends the discussion to the European context and compares differences in value perceptions between Chinese and European consumers. Finally, practical implications are put forward for the retailers and consumers participating in live shopping.

Keywords: live shopping, purchase intentions, consumer interactions, perceived value, perceived risk

Supervisor:	Karina T Liljedal
Date examined:	May 27th 2025
Discussants:	Ludvig Völcker and Maja Werner
Examiners:	Magnus Söderlund and Constanze Eib

Table of Contents

1. Introduction

1.1 Background

1.1.1 Introduction of Live Shopping

Live shopping is an interactive selling channel that leverages live streaming to showcase products while enabling real-time engagement between sellers and consumers. By incorporating time-limited promotions and direct product demonstrations, live shopping creates an immersive and dynamic atmosphere that captivates consumers and encourages them to stay engaged and make purchases. At the same time, consumers can explore the brands and products in greater detail by asking questions, seeking recommendations from hosts, and interacting with other viewers through live comments.

Live shopping is not only utilized by retailers as a marketing strategy to introduce their products, but also by influencers who host livestreams to promote a curated selection of products from various brands. These livestreams take place across multiple platforms, including social media applications, live streaming platforms, and retailers' official websites. In 2022, YouTube, Facebook, and Instagram were the main platforms used by retailers for live shopping worldwide (Statista, 2022).

Live shopping is revolutionizing the e-commerce landscape by meeting consumer needs and driving substantial business value at the same time. From the consumers' perspective, live shopping offers a holistic channel that combines hedonic, social, and shopping benefits through an enhanced shopping and socialization experience (Xu et al., 2020). For retailers and brands, live shopping not only improves brand appeal and differentiation, but also boosts conversion rates up to ten times higher than traditional e-commerce by offering immersive experience and shortening the customer decision journey (Arora et al., 2021).

1.1.2 Live Shopping in Geographic View: China and Europe

Live shopping first emerged as a trend in China. Alibaba, the Chinese retail giant, pioneered the integration of live streaming and e-commerce by introducing Taobao Live in 2016, laying the foundation for the rapid expansion of live shopping (Ki et al., 2024). Over time, this innovative form of e-commerce has become an indispensable part of the Chinese online shopping journey. According to *The 53rd Statistical Report on China's Internet Development*, live e-commerce continues to grow rapidly in China with the number of users reaching 597 million by

December 2023, which is up 82.67 million from the previous year and accounts for 54.7% of all internet users (China Internet Network Information Center, 2024).

Several key factors have contributed to the boom of live shopping in China. According to Pavic (2025), a key driver is the seamless integration of digital ecosystems, enabling users to transition effortlessly from watching live streams to making purchases with just a few clicks on platforms like Douyin and Taobao. Additionally, fandom culture and influencer endorsements play a crucial role in building consumer trust and brand affinity, particularly among digitally savvy Gen Z consumers (Pavic, 2025). The engaging and entertaining nature of live shopping has further captivated a strong and large viewer base.

Gradually, live streaming has transformed the retail sector, ushering in a new era of e-commerce. Between January and November 2024, China's live streaming e-commerce retail sales reached 4.3 trillion RMB, contributing 80% of the overall growth in the e-commerce industry (National Academy of Economic Strategy, CASS & Chinese Association of Market Development, 2024). The industry is expected to maintain strong momentum, with a compound annual growth rate (CAGR) of 18.0% from 2024 to 2026 (iResearch, 2024).

A major appeal of live shopping lies in its direct-to-consumer model, where products are sourced directly from factories and sold with time-limited discounts, attracting price-sensitive shoppers seeking the best deals. In China, groceries became the most purchased category among live e-commerce users between 2021 and 2022 as a trend accelerated by the COVID-19 pandemic, when live streaming farmers gained wide popularity (Becdach et al., 2023). The rapid growth of live streaming e-commerce has not only stimulated consumer spending and revived the Chinese economy post-pandemic but has also generated numerous job opportunities across the industry (Wu, 2023).

Even though live shopping in China has transformed the industry and encouraged increasing viewer participation in online purchasing, the growth of it has lagged behind and been largely underestimated in European context. One reason for the limited success of live shopping in the West can be a lack of understanding of consumer perceptions and behavior in the Western context (Haidar, 2024). To be more specific, from the customer perspective, live shopping is perceived as a complement to normal e-commerce or physical purchases rather than an independent sales channel (Andersson & Pitz, 2021). European customers also consider it is hard to make a choice in live streaming content (Becdach et al., 2023). Moreover, concerns about

payment security, General Data Protection Regulation (GDPR) compliance, and impulse buying have been identified as major barriers to live shopping in Western markets, particularly in European countries (Andersson & Pitz, 2021; Lo et al., 2022; Statista, 2023).

However, as success has been proven in the Chinese market, the profitable future of live shopping and its potential of expanding the interactive boundary of e-commerce is still attracting EU retailers and streamers to invest in it. For example, Parisian department store Le Printemps launched its live shopping channel "En mode Printemps" in 2021, while Kering acquired a minority stake in US live shopping platform NTWRK in the same year (Muret, 2022). Similarly, Zara plans to expand its successful Chinese live shopping model to the U.K. and other European markets, aiming to drive sales and enhance customer engagement (Reid & Pons, 2024). Meanwhile, a study by Tolouee (2021) found that 70% of European consumers hold a positive attitude toward live shopping. Although live shopping has yet to become a mainstream channel among European consumers, many brands recognize its potential in the future of e-commerce and have begun experimenting with live shopping strategies.

1.2 Objectives and Research Questions

Live shopping offers retailers opportunities to provide real-time, customer-specific product information and create an engaging and enjoyable purchasing atmosphere. Viewers, in turn, can naturally participate in interactions during live streaming sessions, such as acquiring coupons and discounts, engaging with hosts and co-viewers, and commenting on goods and brands. Within this context, both monetary and non-monetary interactions play a significant role in shaping consumers' perceptions. These interactions with streamers and fellow viewers may lead consumers to perceive both functional and emotional values, as well as potential risks associated with live shopping, which ultimately influence their intentions to purchase products promoted during the streaming.

In recent years, a growing body of research has explored the factors influencing consumer purchase intentions in live shopping, with a focus on consumer behavior including social and psychological factors. Several studies have examined the impact of interaction quality, perceived interactivity, and parasocial interactions on consumers' buying intentions in live streaming commerce settings (Li et al., 2022; Joo & Yang, 2023; Fu & Hsu, 2023). However, despite interactivity being a key feature of live shopping, few studies have categorized interactions into monetary and non-monetary types, nor have they considered how the interactions between

viewers and streamers shape consumers' perceptions of functional value, emotional value, and risk. This classification could provide a clearer understanding of how money-related and non-monetary engagements contribute differently to consumers' perceived value and risk, thereby offering a more nuanced view of their influence on purchase intentions. This study attempts to address how retailers manage cost distribution in live shopping promotions, particularly when large volumes of coupons are used to drive purchases. It questions whether allocating more resources to emotional interactions could enhance marketing effectiveness and efficiency, potentially reducing overall costs.

Furthermore, there is limited literature examining the moderating role of interaction intensity and how it influences the relationship between consumer perceptions and shopping intentions in live shopping context. This study assumes that the varying levels of interactivity may affect how consumers perceive the overall live shopping experience, which in turn can either increase or reduce their purchase intentions.

Therefore, this study considers monetary and non-monetary interactions as independent variables and interaction intensity as a moderating variable. It proposes a conceptual framework that integrates Uses and Gratifications Theory and Social Exchange Theory to assess the mechanisms linking steamer-viewer interactions to purchase intention. Detailed explanations of each variable and the relations among them are discussed in Section 3: Theoretical Framework.

Moreover, from a geographical perspective, while live shopping has become a mainstream marketing strategy in China, European retailers are only beginning to adopt this innovative e-commerce format. As a result, live shopping remains underdeveloped and underutilized as a digital marketing tool in Europe. It is meaningful to compare these two regions and identify potential patterns of similarity and difference. Furthermore, there is a lack of academic literature exploring the applicability of China's successful live shopping practices to the European market. Our research, though gathering substantial samples from Chinese consumers, also aims to collects insights from European participants as a minor study. Even though the sample size is limited, this minor study may be able to help European retailers and live streaming platforms understand the patterns of consumer behavior between the two regions and provide practical insights into how live shopping can be more effectively developed within the European markets.

Holding both theoretical and practical implications, the research objective of this study is to explore the mechanisms through which consumer interactions influence purchase intentions in live shopping from a consumer perspective. The research objective can be further framed into the following questions:

1. In the context of live shopping, what mechanisms drive the influence of interactions on consumers' perceived values and perceived risks?
2. How do customers' perceptions further impact their purchase intentions?
3. What moderating effects does interaction intensity have on the relationship between viewer's perceptions on their purchase intentions?
4. Minor Study: How does live shopping in EU markets differ from or resemble the Chinese market from a consumer perspective?

2. Literature Review

2.1 Live Shopping

Live shopping is defined as the execution of e-commerce activities and transactions through a live streaming platform (Xu et al., 2020). Picot-Coupey et al. (2023) summarized six distinctive characteristics of live shopping from traditional retail services: product offer and information delivered, role of the streamer, the broadcasting medium, temporal specificity, communication and promotion strategies, and pricing. Propelled by the global reach of social networking sites, live streaming shopping serves as a marketing tool that not only boosts product sales but also strengthens consumer relationships (Ki et al., 2024). According to a survey conducted by Wang et al. (2022), live streaming improves consumers' perceptions of products and online stores while also providing enjoyment and excitement, which actively encourages impulse buying.

As a relatively new retail format, live shopping has received significant research attention, focusing on its key components—platforms, streamers, viewers, and content information—and their impact on consumers' attitudes and behaviors. Sun et al. (2019) studied IT affordance and found that technical features (i.e. visibility, meta voicing, and guidance shopping) positively influence customer purchase intention through live streaming shopping engagement. From the e-tailer's perspective, Zheng et al. (2022) differentiated customer engagement behaviors and examined positive predictors for customer acquisition and purchase intention in the live streaming. From the customer's perspective, Cai et al. (2018) explored the relationship between hedonic and utilitarian motivations and shopping intention, as well as the reasons consumers prefer live shopping over traditional e-commerce.

Live shopping enables more immediate and interactive engagement between streamers and consumers compared to any other e-commerce setting (Joo & Yang, 2023). Considering that real-time interaction is the distinguishing feature of live shopping, many scholars have investigated the impact of consumer participation on purchase intention. For instance, Chen et al. (2022) found that Swift "guanxi", which develops in buyer-seller interactions, drives buyers' purchase intention in live shopping. Fu and Hsu (2023) demonstrated that parasocial interaction with the streamer and co-viewers enhances shopping values, with utilitarian and hedonic values potentially encouraging impulse buying. Liu et al. (2024) revealed that perceived social

interactions in streaming foster positive attitudes toward the media, ultimately motivating consumer behavior.

2.2 Theoretical Background

2.2.1 Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT) has long been applied in mass communication research across various media. Its origins trace back to the 1940s when researchers began investigating why audiences engaged with different forms of media, such as radio and newspapers (Wimmer & Dominick, 1994). Early studies in the Uses and Gratifications Theory were primarily descriptive, employing qualitative methods to categorize audience gratifications (Ruggiero, 2000).

After evolving toward a more functionalist perspective, researchers in the 1970s focused largely on audience motivations and how individuals used media to satisfy social and psychological needs (Liu, 2015). Katz et al. (1973) outlined five basic elements of the Uses and Gratifications model, including the key assumption that audiences play an active role in media choice. This view, which sees audience members as active participants rather than passive consumers, has shifted research attention from media content to media audience. Media usage is driven by specific motives, and this becomes more relevant as the growing number of media options provides audiences with an abundance of choices (Kasim et al., 2020).

With technological advancements expanding media options, UGT has increasingly focused on online audiences and extended to emerging platforms such as mobile phones (Chua et al., 2012; Leung & Wei, 2000), social media (Dolan et al., 2016; Gan & Wang, 2015; Whiting & Williams, 2013), and online gaming (Li et al., 2015; Wu et al., 2010). Ruggiero (2000) highlighted that new media forms share at least three attributes of data not commonly associated with traditional media: interactivity, demassification, and asynchroneity.

More recently, scholars have adopted Uses and Gratifications Theory to the study of live shopping. Cai and Wohn (2019) employed the UGT framework to identify four key motivations related to live streaming commerce and analyzed the relationships between these motivations and behavioral intentions across different scenarios. Similarly, Bawack et al. (2023) applied the UGT to demonstrate that purchase intention is driven by need gratifications and media attributes that positively shape consumers' attitudes during social media live streaming.

Based on the Uses and Gratifications Theory, gratifications shape user preferences and interactions with media platforms. Understanding these gratifications provides insight into individual media choices and their impact on user behavior. Previous research has predominantly focused on utilitarian and hedonic gratifications as key drivers of consumer shopping behaviors (Cai et al., 2018). According to Babin et al. (1994), utilitarian shopping results from "some type of conscious pursuit of an intended consequence" and is characterized as goal-driven, task-oriented and rational. In contrast, hedonic value is more spontaneous, subjective, and personal, linked to "increased arousal, heightened involvement, perceived freedom, fantasy fulfillment and escapism" (Babin et al. ,1994). In the context of live shopping, some scholars also have explored additional gratifications beyond utilitarian and hedonic needs that may further drive consumers' purchase intentions. For example, Ma (2021) found that social gratifications (i.e. social presence and interaction) can motivate individuals to engage in live shopping. Wang and Oh (2023) identified that content gratifications linked to information sharing also affect continuous purchase intention in TikTok live streaming.

This study chooses the Uses and Gratifications Theory for two key reasons: First, a core notion of UGT is the active involvement of users, which is further strengthened by the interactivity of the media (Ruggiero, 2000). Given the highly interactive nature of live shopping, applying UGT provides a suitable framework for studying consumer behavior in this context. Second, UGT takes an audience-centric approach, making it valuable for identifying consumers' context-specific motivations for engaging in live shopping and understanding the factors that influence their purchase intentions in our research.

2.2.2 Social Exchange Theory

Apart from Uses and Gratifications Theory, this study attempts to enrich the theoretical framework and close the research gap by leveraging the well-established Social Exchange Theory (SET). SET was initially developed by economic and sociological exchange research to explain the power of exchange in social life (Blau, 1986). The theory asserts that some non-official transactions, viewed as social exchanges, happen frequently and unintentionally when people gain something while paying a price in their interactions with others (Blau, 1986). For example, social exchange initially can be a system where fishermen and inland gardeners exchange vegetables and fish (Gouldner, 1960). This reciprocal system is enforced by mutual obligations: neither party can refuse, delay, or stint in their contributions (Gouldner, 1960). And

social interactions are the mechanisms by which exchanges take place, and relationships develop when reciprocity occurs (Blau, 1986). It is notable that SET has also been well-adopted to analyze the mechanism of building long-term relationships based on intrinsic and extrinsic benefits (Molm, 1997). For example, employees often view social exchange relationships at work as long-term and expect to gain benefits from them (Wayne et al., 1997). And commitment between exchange partners is an interpersonal attachment that leads a person to exchange repeatedly with the same partners (Cook & Emerson, 1978).

Another key aspect of SET is the process by which people evaluate social exchanges and decide whether to participate in them. To be more specific, individuals decide whether to engage in resource exchanges with others by assessing the perceived benefits and costs involved (Yu, 2022). In other words, customer perceived value and perceived risk are effective evaluations when reflecting their psychology of pursuing maximum benefits, thereby exploring whether interactions during social exchange influence customers' purchase intentions. This pair of factors has been central in consumer behavior and marketing studies, especially when analyzed through the SET. Value has been defined as all factors, both qualitative and quantitative, subjective and objective, that make up the complete shopping experience (Schechter, 1984). And customer perceived value can be grouped into low price, product expectation, quality compared to price, and outcome of exchange (Zeithaml, 1988). On the other hand, perceived risk reflects the consumer's assessment of uncertainty and the potential negative consequences associated with a purchase (Bauer, 1967). Studies also provide evidence that in social exchange, a consumer's perceived risk reduces the consumer's intention to purchase, and trust to a large degree addresses the risk problem in e-commerce (Kim et al., 2008).

SET has been applied to various interaction contexts, such as studying organizational fairness (Konovsky, 2000) and board independence (Westphal & Zajac, 1997). However, its application in online networks remains limited. In entertainment online streaming and live shopping content, research within the framework of SET includes interactions during live streaming on Douyu game live streaming satisfy psychological needs such as companionship and entertainment, with most of other social exchanges being of a mixed type rather than two factors (Zhou & Jin, 2009). Moreover, the number of participants affects customers' online purchase intentions by influencing their perceived social costs (Yu et al., 2022).

In this light, Social Exchange Theory is suitable for our research for two main reasons: Firstly, live shopping platforms thrive on immediate, interactive exchanges between streamers and viewers, which align perfectly with SET's core principle of reciprocity. Secondly, the ultimate purpose of retailers making use of customer interactions is to increase final purchase conversions, and in the long run, build customer loyalty and purchase stickiness. Therefore, the application of SET proves to be both effective and dependable in fostering long-term relationships and building reliance.

3. Theoretical Framework

In the theoretical framework shown in Figure 3-1, the UGT and SET model together are integrated to formulate a coherent and comprehensive research model adapted to the live shopping content.

UGT provides a foundation for understanding the perceived value derived from the consumers during live shopping interactions and motivations behind their purchase intentions. Utilitarian and hedonic gratifications are an integrative part of the UGT framework. Babin et al. (1994) argued that utilitarian and hedonic values have a fundamental presence across consumption phenomena. This duality serves as an important dimension in evaluating shopping experiences. Building on previous literature, this thesis proposes functional value (which refers to practical benefits like product quality, usefulness and cost-effectiveness) and emotional value (which relates to psychological satisfaction and social engagement) to offer a more focused yet inclusive perspective to categorize consumers' gratifications.

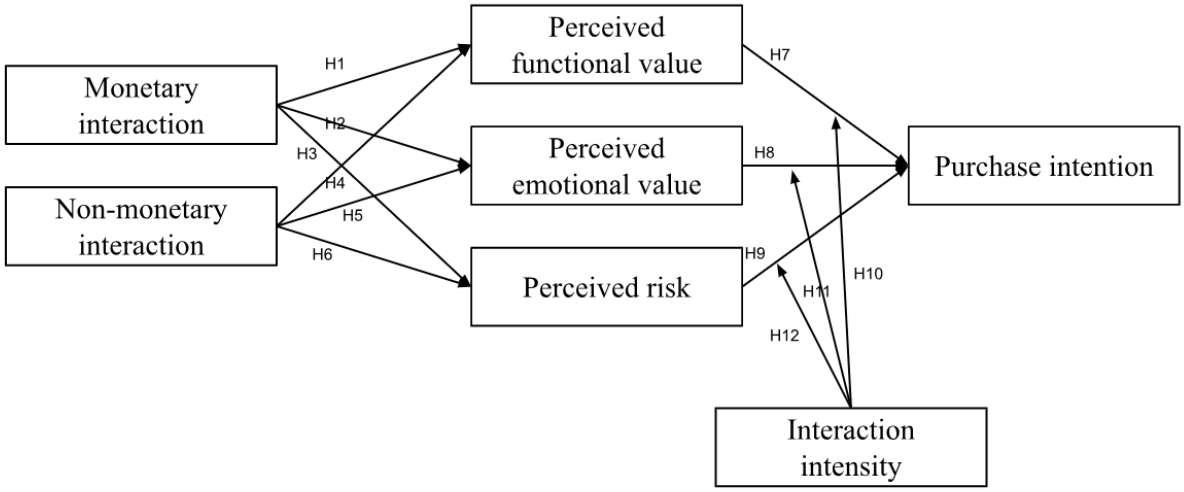
UGT explains that a customer's purchase intention is triggered by the various perceived value gratifications, which are generated from their uses of live shopping. However, while UGT effectively justifies the value aspects, it does not fully account for the role of risk in the decision-making process.

SET extends this research framework by emphasizing the role of interactions and perceived risk in shaping consumer perceptions. Unlike UGT, which focuses primarily on the perceived value, SET explains that perceived value and perceived risk are both included within customer's evaluation of an exchange. And the two criteria therefore impact the final purchase intention which is made during the interactions between streamers and viewers.

In summary of the suggested research model, streamers interact with viewers, offering discounts, rewards, and giveaways, chatting and sharing opinions with viewers. These interactions influence viewers' perceived functional value, perceived emotional value, and perceived risk, which in turn shape their purchase intentions. Additionally, interaction intensity is included as a moderating variable to enhance the model.

Figure 3-1

Theoretical Framework



3.1 Relations between Monetary Interaction and Mediating Variables (H1, H2, H3)

In this study, **monetary interaction** in live shopping refers to behavior of streamers to attract viewers and stimulate purchases, such as offering discounts (limited-time promotions), conducting lotteries, and providing special gifts. Viewers engage in those interactions with streamers due to practical and psychological motivations such as cost reduction and excitement.

Perceived functional value refers to the practical benefits and gratifications which the viewers experience and derive from live shopping, as an outcome of cognition and rationality. It occurs when specific consumption needs are met, such as ease of use, time efficiency, cost-effectiveness, good discounts, trend awareness, fashion consciousness, and convenient access to product information.

Products introduced by streamers already have their own original functional value based on their features and utility. Monetary interactions, however, enhance this value by creating additional and situational benefits for viewers. When offering monetary incentives, streamers improve the cost-effectiveness of the product and the overall benefit of the purchase, ultimately increasing the perceived functional value. Therefore, we expect:

H1: Monetary interactions positively impact perceived functional value.

Perceived emotional value relates to the pleasurable and entertaining gratifications gained by the viewers during live shopping experiences, fulfilling their emotional needs. It is

associated with psychological satisfaction and social involvement and can be realized through feelings of fulfillment, enjoyment, freedom, excitement, engagement, and novelty.

Monetary interactions during live streaming, like red pockets and lottery activities hosted by streamers, also generate a sense of excitement and enjoyment, contributing to consumers' emotional value. These rewarding elements foster a cheerful and welcoming atmosphere, enhance consumer pleasure, capture their attention, and increase their engagement in live streaming commerce (Wang et al., 2022). Through monetary interactions, consumers obtain time-limited incentives exclusive to the live streaming room, thus fostering a hedonic atmosphere and heightening their sense of community (Liu et al., 2022). Thus, we propose that:

H2: Monetary interactions positively impact perceived emotional value.

Perceived risk measures the extent to which customers worry about product quality and after-sales service while interacting with streamers in the live shopping context. In previous studies, perceived risk is a concept used by consumer researchers to explain consumer perceptions of the uncertainty and adverse consequences of buying a product or service (Dowling & Staelin, 1994). It can be also understood as a consumer's belief about the potential uncertain negative outcomes from the online transaction (Kim et al., 2008). Risks can be further classified into different clusters, such as product class risk and product specific risk (Dowling & Staelin, 1994). Meanwhile, Featherman and Pavlou (2003) proposed a more comprehensive set of perceived risks related to e-service adoption: performance, financial, time, psychological, social, privacy and overall risk. However, in this study, risk is only measured in a general manner to reduce the complexity of the model.

During the live streaming, monetary interactions provide consumers with clear financial incentives, such as discounts and giveaways, which create a sense of value security, reducing consumers' concerns on overpaying or making poor purchasing decisions. In addition, streamers often use monetary incentives such as additional warranties, extended guarantee period without extra costs. These tangible benefits serve as signals of product credibility and seller reliability, enabling consumers to feel more assured about product quality and post-purchase support, thereby lowering the perceived risk. Thus, this study expects the similar to hold in the current context:

H3: Monetary interactions negatively impact perceived risk.

3.2 Relations between Non-monetary Interaction and Mediating Variables (H4, H5, H6)

In this study, **non-monetary interaction** refers to real-time engagement between viewers and streamers during live shopping, such as pressing the like button, sending live comments, and participating in polls. These interactions do not involve changes in product prices or customer benefits but rather focus on psychological and emotional exchanges.

During live shopping, streamers and viewers engage in frequent non-monetary interactions. Through expressing opinions and commenting on products, viewers experience a sense of active participation during the stream. This engagement increases informational clarity of the product and fosters emotional connection with the content, thereby enhancing their overall perceived value.

Streamers explain the brand and the products in an immersive and targeted way, and they can respond directly to viewers' real-time comments. This dynamic and two-way communication levels up consumers' perceived functional value by making the shopping experience more bespoke and informative. The real-time nature of live streaming supports hosts to deliver authentic and precise information tailored to consumers' specific needs, giving viewers a better understanding of the products and increasing the efficiency of their purchase decisions (Wang et al., 2022). In this case, we expect that:

H4: Non-monetary interactions positively impact perceived functional value.

In addition to informational content, streamers often use humor, compliments, and interactive games with viewers to enhance the mood of the streaming room. These entertainment interactions in live streaming leverage emotion-based content marketing strategies, enabling consumers to recognize the entertainment value (Tan, 2024). And creating a positive interactive environment helps stores establish a favorable shopping atmosphere, leading to positive consumer impressions and ultimately impacting purchasing behavior (Sirgy et al., 2000). Non-monetary interactions thus contribute to a positive psychological experience for views and strengthen their emotional connection with both the streamer and the brand. Therefore, we suggest that:

H5: Non-monetary interactions positively impact perceived emotional value.

Furthermore, through live comments, users interact with others by asking product-related questions and sharing opinions. This exchange of knowledge significantly not only enhances perceived experiential value while also reducing consumer anxiety and perceived risk (Wei et al.,

2021). In other words, interactions between streamers and viewers help to ease uncertainty and build an initial foundation of trust. Following these interactions, consumers become more confident in their purchase decisions, thereby lowering their perceived risk. Thus, this study expects the similar to hold in the current context:

H6: Non-monetary interactions negatively impact perceived risk.

3.3 Relations between Mediating Variables and Purchase Intention (H7, H8, H9)

Purchase intention refers to a consumer's intention to transact through live shopping channels in the future, including their anticipated behavior and preference for choosing live shopping as a primary option (Sun et al., 2019; Pavlou, 2003). Additionally, purchase intention arises after consumer needs emerge, with the psychological willingness to buy determining whether an actual purchase occurs (Schiffman et al., 2010).

In this study, consumer purchase intention is determined by the perceived value (functional value and emotional value) and the perceived risk, which shape their overall perception of a product during the viewing experience. Purchase intention represents a consumer's desire to purchase a product recommended by the streamer during a live shopping session and to continue using this shopping channel.

According to Social Exchange Theory, when customer overall perception reaches a satisfactory level, consumers are more likely to develop a strong purchase intention, leading to an exchange of goods and money with the seller. Previous research also highlighted that higher perceived value of a product or service enhances consumer purchase intention (Aravindakshan et al., 2004). In online interactions, perceived value positively influences consumers' willingness to switch channels, making them more likely to stay on online platforms for future purchases (Zhao & Zhang, 2015).

While the SET assesses the overall customer perception during the interactions during live shopping, Uses and Gratifications Theory goes deeper into the classifications of functional value and emotional value perceptions.

Previous research has shown that perceived utilitarian gratifications could influence users' adoption of live shopping and their purchase intention. Consumers' utilitarian motivations for joining a live shopping session often include acquiring a specific product, taking advantage of discounts, finding precise information, and enjoying the convenience (Picot-Coupey et al., 2023). When consumers perceive high functional value, they are more likely to view live shopping

experience as efficient and worthwhile, thereby increasing their intention to make a purchase. More specifically, perceived functional value, including cost-saving and information seeking, contributes to consumers' continuous purchase intention (Wang & Oh, 2023). Therefore, this study proposes the following hypothesis:

H7: Perceived functional value positively impacts consumer purchase intention.

Meanwhile, from the perspective of UGT, emotional value, like a high level of perceived enjoyment in live shopping, offers hedonic gratification to consumers, potentially influencing their intention to participate in live-stream shopping (Ma, 2021). Similarly, Joo and Yang (2023) also indicated that enjoyment gratification can lead to consumers' shopping intentions in live shopping. Consumers may experience psychological states such as satisfaction and thrill during live shopping. In such emotionally charged moments, these positive feelings can urge consumers to make purchases or return to the platform in the future. In this case, we expect:

H8: Perceived emotional value positively impacts consumer purchase intention.

In other theoretical models adopted in previous research, perceived risk commonly appears as a barrier to an individual's certain actions in online settings. For instance, Featherman and Pavlou (2003) demonstrated in the context of online services that higher perceived risk reduced consumers' willingness to adopt new technologies. Moreover, increased perceived risk negatively affects consumers' trust in brands and therefore lowers down their purchase intentions in e-commerce (Kim et al., 2008). In the context of live shopping, perceived risk diminishes the confidence in the product and erodes trust in both the streamer and the brand. This uncertainty and anxiety eventually reduce consumers' intention to transact through this channel.

Therefore, we propose:

H9: Perceived risk negatively impacts consumer purchase intention.

3.4 Hypotheses Related to Moderating Variable (H10, H11, H12)

In this study, **interaction intensity** refers to the perceived frequency of interactions in the live shopping context. This includes the speed at which streamers introduce or switch between products, as well as the responsiveness to viewers' live comments and messages. Additionally, the interaction frequency encompasses whether customers can promptly ask questions and engage in discussions about the products introduced by the streamer.

The relations between perceived functional and emotional value and purchase intention would be influenced by the frequency of interaction. High interactivity cultivates a sense of

immersion among consumers' sense and further increases their perception of both utilitarian and hedonic gratification, which ultimately leads to higher shopping intention (Joo & Yang, 2023).

As for the relation of perceived functional value and purchase intention, from the viewers' perspective, products that involve frequent streamer-viewer interactions receive higher exposure, leaving a stronger impression on viewers. In other words, repeated interactions help consumers gain a deeper understanding of product-related information, reducing information asymmetry and enhancing their perception of product functional value. Therefore, we assume:

H10: Interaction intensity positively moderates the relationship between perceived functional value and purchase intention, such that the positive effect of perceived functional value on purchase intention is stronger for individuals with higher interaction intensity than for those with lower interaction intensity.

As for the emotional value, streamers' interactivity also shows a significant positive influence on consumers' pleasure emotions (Li et al., 2024). Wang et al. (2022) found that increased interactions with consumers lead to more personalized recommendations and create a more enjoyable shopping environment as in online stores, which is beneficial for the final purchase actions. Such strong connectivity and interactivity increase customers' intentions to engage in further purchase processes. In this case, we suggest:

H11: Interaction intensity positively moderates the relationship between perceived emotional value and purchase intention, such that the positive effect of perceived emotional value on purchase intention is stronger for individuals with higher interaction intensity.

In Social Exchange Theory, A and B who have repeated interactions strengthen their exchanges by fostering perceived fairness and mutual benefit between them (Cook & Emerson, 1978). In the era of live shopping, repeated mentions of a brand increase consumer attention and foster trust (Zhao, 2018). Live interactions enhance consumers' perceived usefulness of the products, shorten their psychological distance from retailers, and reduce perceived risk (Xue et al., 2020). In summary, interactivity affects the relations between perceived risk and purchase intention. The frequency of online visiting, frequency of purchasing, and amount of time spent shopping online were associated negatively with risks (Forsythe et al., 2006). Frequent and meaningful demonstrations build trust, while personalized and responsive replies gradually reduce information asymmetry, thus lowering consumers' perceived risk, ultimately enhancing

the negative relations between perceived risks and purchase intention. Therefore, viewers with higher interaction intensity who are more likely to hold lower perceived risk, and eventually would have higher intention to final purchase. This study proposes the following hypothesis:

> *H12: Interaction intensity negatively moderates the relationship between perceived risk and purchase intention, such that the negative effect of perceived risk on purchase intention is weaker among individuals with higher interaction intensity.*

4. Method

4.1 Methodological Approach

Based on the previously selected theoretical framework and the suggested structural equation model, the next step is to test whether the proposed hypotheses can be verified as supported or not. To begin, firsthand data is to be collected through a well-designed questionnaire survey. After that, the model together with hypotheses will be tested using data analysis tools, specifically R and SmartPLS.

As for the questionnaire survey, a five-point Likert scale is adopted based on reliable literature and relevant theoretical studies. Next, the questionnaires are created using Qualtrics platform and distributed through online channels including social media and email to overcome geographic limitations, reach broader participants, and reduce workload.

For data processing steps, the brief processes are as follows:

1. R is used to filter out invalid responses and convert the data structure to better adapt SmartPLS format.
2. Descriptive analysis is also conducted in R to gain insights into the demographic characteristics of the sample and to test for normality of distribution.
3. The reliability and validity of the variables were assessed in SmartPLS, ensuring the credibility and accuracy of the measurement model.
4. Perform path coefficient analysis in SmartPLS to examine the hypothesized relationships and the overall structural model.

Overall, our research is based on survey distribution and the further Partial Least Squares Structural Equation Modeling (PLS-SEM) assessment. The model is designed to examine the relationships between variables, which are indirectly measured through observed indicators. Each variable is measured using a five-point Likert scale and related 3-5 questions to capture the target customer's perceptions of live shopping. By building and testing the structural equation model, this study aims to determine whether the proposed hypotheses hold true or false. Meanwhile, this study also adopts the same SEM method to find out the variables that influence customers purchase intentions with focus on different levels of interaction intensity.

4.2 Research Context

The research context defines the scope of the study, which directly impacts the questionnaire design, participant selection, data accessibility, and the overall reliability. In this

study, the research context focuses on commonly used live shopping platforms in China. The platform characteristics align with the research model and key variables, making measurement and further analysis more feasible.

For monetary interactions, observations over real life experiences indicate that to encourage purchases, limited-time coupons and giveaways are the most commonly used strategies on Taobao and Douyin in China (Statista, 2022). Many platforms also provide built-in features such as lottery draws, coupon buttons, and product direct purchase options, making it convenient for both streamers and viewers to use.

For non-monetary interactions, those platforms offer various interactive features, including chat sections, small product pop-ups window, like or dislike buttons, and even AI assistant responses. Those interactive features offer a comprehensive non-monetary interaction experience between streamers and viewers.

In summary, this study focuses on leading live shopping platforms in China (e.g., Taobao, Douyin, Rednote etc.) as research context and reach out to individuals who have previously engaged with live shopping on those platforms.

4.3 Questionnaire Design

As the key component of the empirical process, the questionnaire serves as the primary data source for analysis and conclusions.

On the first page of the survey, only respondents who consent to the GDPR disclosure by selecting “Yes, I consent” are allowed to proceed to the following questions.

Before the main sections, this survey also provides two control questions to ensure relevance. Only those who answered yes were included in the later study:

1. Have you ever engaged in live shopping?
2. Where are you mostly based when engaging in live shopping? (China, Others: ____)

Following the above, this survey consists of four main sections. In each section of the questionnaire, participants are first asked to think back on their experiences with live shopping, which is referred to as “this channel” throughout the survey. Additionally, key terms such as live shopping, perceived functional value, perceived emotional value, and perceived risk are briefly explained in the headings of each section to help respondents better understand the questions.

In detail, the first section evaluates respondents’ purchase intention. The second section assesses perceived functional and emotional value, as well as perceived risk. The third section

measures respondents' perceptions of monetary and non-monetary interactions, as well as interaction intensity in the live shopping context. And the final section collects basic demographic and behavior information related to live shopping settings. To minimize potential priming effects and consistency basis, the order of the survey questions was intentionally rearranged. Specifically, questions measuring purchase intention were presented prior to those assessing perceived value, risk, and interaction-related items. This design aims to prevent respondents from inferring obvious cause-and-effect relationships, which could bias their cognitive processing and responses.

Following established measurement scales in live shopping research, this study adopts a five-point Likert scale for all measurements. On the one hand, considering how respondents process information and reduce the overwhelming situation, this survey adopts a five-point scale instead of seven or nine-point scales. On the other hand, multiple existing surveys using five-point Likert scale are proven to be effective in live shopping contexts (Cai et al., 2018; Chen et al. 2022; Fu & Hsu, 2023). To be more detailed, the scale designed in the survey ranges from 1 to 5, with responses categorized as: "Strongly Disagree", "Disagree", "Neutral", "Agree", and "Strongly Agree". The detailed measurement scale is presented in Appendix 3.

To ensure Chinese respondents could fully understand the research context and survey questions, the questionnaire was translated into Mandarin Chinese before distributing to Chinese respondents. The translation was conducted by the two authors of this thesis and verified by an independent third party to minimize potential errors and bias.

4.4 Data Collection

The survey collection aimed to target the right viewers, design distribution channels, and gather responses. This study used an online questionnaire distributed via social media platforms and emails, allowing access to e-commerce live shopping viewers as well as different age groups.

For the Chinese sample, the questionnaire was distributed through social media platforms (e.g., Douban Forum, Rednote, Weibo) and personal networks. Moreover, the survey was distributed using convenience sampling due to the limited demographic groups collected with no money incentives, and the data collection period running from March 18th to April 20th, 2025.

After these two screening steps, a total of 319 responses were collected. Based on data preparation performed in R, responses with duplicate IP addresses, incomplete answers, and patterns with no variation across all measurement items within one variable were removed. As a

result, 256 valid questionnaires were retained, yielding a valid response rate of 80.3%. All the valid responses from Chinese participants will be included in the later empirical analysis and be processed with the SEM model.

5. Empirical Data

5.1 Demographics Results

Descriptive statistics provide an overview of the overall distribution of the collected survey data. In this study, R was used to analyze the demographic characteristics of the sample through its descriptive statistical analysis function.

Table 5-1 presents the descriptive statistics of the respondents' demographic and live shopping behavioral characteristics. Among the valid samples, female participants made up the majority, accounting for 78.9% (n = 202), and male respondents comprised 19.5% (n = 50). A small number (1.6%, n = 4) preferred not to disclose their gender. In terms of age distribution, most respondents were aged 18–30 years (85.2%, n = 218), followed by 31–50 years (13.3%, n = 34). A few respondents were under 18 or over 50 years old, each group representing 0.8% (n = 2). Regarding educational background, a majority held a bachelor's degree (78.8%, n = 201), followed by those with a master's degree (10.6%, n = 27), associate degree (6.6%, n = 17), and a small number with high school education or below (2.3%, n = 6). Respondents with a doctoral degree accounted for 2.0% (n = 5). For live shopping experience, 46.5% (n = 119) had 3–5 years of experience, and 44.1% (n = 113) had less than 3 years. A smaller portion reported 5–7 years (7.0%, n = 18) or more than 7 years (2.3%, n = 6) of experience. In terms of interaction intensity, more than half of the participants (55.5%, n = 142) engaged in live shopping once a week or less, while 41.0% (n = 105) reported participating 2–3 times a week, and 3.5% (n = 9) interacted 4 times or more per week. Finally, regarding language use, 98.8% (n = 253) of respondents reported using Chinese, with only a few selecting other languages, specifically English (1.2%).

These results indicate that the sample is predominantly composed of young, educated, female users with moderate experience in live shopping, offering a relevant base for examining consumer behavior in this context.

Table 5-1

Demographics Results

Variable	Option	Frequency	Percentage (%)	Accumulative Percentage (%)
Gender	Prefer not to say	4	1.6	1.6
	Female	202	78.9	80.5
	Male	50	19.5	100.0
Age	18–30 years old	218	85.2	85.2
	31–50 years old	34	13.3	98.4
	Over 50 years old	2	0.8	99.2
	Under 18 years old	2	0.8	100.0
Educational Background	Doctoral degree	5	2.0	2.0
	Associate degree	17	6.6	8.6
	Bachelor’s degree	201	78.5	87.1
	Master’s degree	27	10.5	97.7
	High school or below	6	2.3	100.0
Live Shopping Experience	3–5 years	119	46.5	46.5
	5–7 years	18	7.0	53.5
	Less than 3 years	113	44.1	97.7
	More than 7 years	6	2.3	100.0
Interaction Intensity	Once a week or less	142	55.5	55.5
	2–3 times a week	105	41.0	96.5
	4 times a week or more	9	3.5	100.0
Languages	Chinese	253	98.8	98.8
	Others: English	3	1.2	100.0

6. Empirical Analysis

The empirical analysis in this study focuses on validating the conceptual model and follows a standard two-step process:

1. Measurement model analysis, which examines the reliability and validity of the survey data.
2. Structural Equation Modeling (SEM), which tests whether the proposed hypotheses hold true or not.

This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software to conduct the model analysis. SmartPLS is well-suited for exploratory research and model validation, especially when the sample size is at least three times the number of variables. And the number of valid responses in this study meets this requirement.

Although PLS-SEM does not require strict normality of data, understanding the distribution of each indicator helps improve the interpretability of the model estimation results. Therefore, this study first examines the normality of the data using R, specifically the e1017 package, which is the same method as SPSS. The result shows that the maximum absolute value of skewness was 1.79, which is below the threshold of 2. The maximum absolute value of kurtosis was 4.12, also below the threshold of 7. These results indicate that the data collected in this study are approximately normally distributed, providing a solid basis for the upcoming SEM analysis. Detailed results are shown in Table 6-1.

Table 6-1

Normality Assessment of Measurement Indicators

Indicator	minimum	maximum	mean	standard deviation	skewness	kurtosis
PI1	1	5	3.91	0.70	-1.79	2.53
PI2	1	5	3.96	0.77	-1.07	-0.50
PI3	1	5	2.89	0.92	0.14	-3.01
PFV1	1	5	4.12	0.75	-1.05	-0.76
PFV2	1	5	3.67	0.96	-0.60	-3.28
PFV3	1	5	3.91	0.87	-0.69	-2.82

Indicator	minimum	maximum	mean	standard deviation	skewness	kurtosis
PFV4	1	5	4.01	0.94	-0.86	-2.74
PFV5	1	5	3.63	0.94	-0.39	-3.58
PEV1	1	5	3.38	0.90	-0.29	-3.53
PEV2	1	5	3.55	1.00	-0.54	-3.26
PEV3	1	5	3.06	1.22	0.04	-4.12
PEV4	1	5	2.61	0.92	0.32	-3.49
PR1	2	5	4.01	0.81	-0.60	-2.96
PR2	1	5	3.83	0.93	-0.65	-3.06
PR3	1	5	3.68	0.90	-0.32	-3.48
MI1	1	5	3.98	0.78	-0.92	-1.41
MI2	1	5	4.03	0.80	-0.98	-1.49
MI3	1	5	3.88	0.92	-0.63	-3.05
MI4	1	5	3.73	0.83	-0.69	-2.51
NIM1	1	5	3.87	0.68	-0.83	-1.14
NMI2	1	5	4.01	0.81	-0.83	-2.16
NMI3	1	5	2.98	0.99	0.19	-3.60
NMI4	1	5	3.10	1.05	-0.18	-3.62
II1	1	5	2.86	1.11	0.24	-3.84
II2	1	5	3.61	1.12	-0.68	-3.32
II3	1	5	3.62	0.89	-0.53	-3.01
II4	1	5	3.74	0.89	-0.79	-2.29

6.1 Model Reliability and Validity Analysis

6.1.1 Reliability Analysis

The reliability analysis evaluates the degree of accuracy, consistency, and stability in measurement results. Common measurements used include Average Variance Extracted (AVE), and Composite Reliability (CR), which can be further referred to rho_c and rho_a. A measurement is considered to have acceptable reliability when AVE > 0.50, rho_a > 0.70, rho_c > 0.70 and Cronbach's α > 0.70 (Hair, 2017).

During the model testing process, several measurement indicators with low factor loadings or poor reliability performance were removed. This adjustment was made to improve the overall model fit, measurement quality, and ensure adequate reliability and validity of the constructs. Specifically, indicators PFV2, PEV4 and PR1 were excluded due to cross loadings below the 0.60 threshold, which may compromise the reliability and validity of the corresponding construct.

The results of the reliability tests for all constructs in this study without the three indicators (PFV2, PEV4 and PR1) are shown in Table 6-2. Based on the data in the table, all constructs have AVE > 0.50, rho_c > 0.70, rho_a > 0.70, and Cronbach's α > 0.70, indicating that the measurement scales in this study demonstrate a high level of reliability.

Table 6-2

Reliability Analysis

Latent variable	AVE	rho_c	rho_a	Cronbach's α
monetary interaction	0.720	0.911	0.878	0.870
nonmonetary interaction	0.639	0.876	0.816	0.810
perceived emotional value	0.752	0.901	0.837	0.835
perceived functional value	0.624	0.833	0.707	0.700
perceived risk	0.647	0.846	0.731	0.729
purchase intention	0.733	0.892	0.822	0.817

6.1.2 Validity Analysis

Validity refers to the extent to which the data collected through measurement tools and procedures can be generalized to represent the underlying constructs. The common methods used

to assess validity are: First, the Fornell-Larcker criterion, where the square root of AVE for each latent variable should be greater than its correlations with other variables. Second, the cross-loadings, where an indicator's loading on its assigned latent variable should be higher than its loadings on all other variables. The results of validity testing in this study are shown in Table 6-3 and Table 6-4.

By examining the first matrix, it shows that the square root of AVE for each latent variable is greater than its correlations with other variables. This indicates that the data in this study demonstrate good discriminant validity. Meanwhile, the cross-loadings table shows that each indicator's loading on its corresponding latent variable is higher than its loadings on other variables, suggesting that the model has achieved satisfactory convergent validity.

Table 6-3

Fornell-Larcker Criterion

	monetary interaction	nonmonetary interaction	perceived emotional value	perceived functional value	perceived risk	purchase intention
monetary interaction	**0.848**					
nonmonetary interaction	0.383	**0.799**				
perceived emotional value	0.369	0.772	**0.867**			
perceived functional value	0.601	0.289	0.245	**0.790**		
perceived risk	0.223	0.430	0.332	0.330	**0.805**	
purchase intention	0.526	0.453	0.439	0.645	0.399	**0.856**

Table 6-4

Cross-loadings

	monetary interaction	nonmonetary interaction	perceived emotional value	perceived functional value	perceived risk	purchase intention
MI1	**0.873**	0.351	0.351	0.570	0.211	0.505
MI2	**0.883**	0.316	0.292	0.542	0.201	0.492
MI3	**0.844**	0.304	0.300	0.470	0.170	0.393
MI4	**0.792**	0.326	0.308	0.444	0.168	0.380
NMI1	0.345	**0.774**	0.626	0.242	0.316	0.352
NMI2	0.259	**0.721**	0.499	0.260	0.344	0.359
NMI3	0.281	**0.863**	0.683	0.182	0.346	0.329
NMI4	0.336	**0.831**	0.647	0.249	0.369	0.408
PEV1	0.349	0.700	**0.872**	0.193	0.330	0.358
PEV2	0.361	0.647	**0.873**	0.267	0.259	0.458
PEV3	0.244	0.662	**0.856**	0.176	0.275	0.321
PFV1	0.464	0.239	0.173	**0.784**	0.275	0.520
PFV3	0.387	0.236	0.157	**0.764**	0.268	0.474
PFV4	0.558	0.215	0.244	**0.821**	0.243	0.532
PR2	0.205	0.310	0.212	0.300	**0.807**	0.331
PR3	0.150	0.293	0.204	0.254	**0.807**	0.321
PR4	0.180	0.421	0.369	0.245	**0.800**	0.313
PI1	0.483	0.379	0.337	0.628	0.369	**0.900**
PI2	0.422	0.356	0.332	0.540	0.266	**0.865**
PI3	0.443	0.427	0.462	0.481	0.385	**0.802**

6.2 Structural Equation Model Analysis

The results of the measurement model indicate that the data in this study demonstrate good reliability and validity, making it appropriate to proceed with structural model analysis. The analysis is conducted using SmartPLS, which estimates path coefficients between constructs and tests their significance using t-statistics and explained variance (R^2). The results of the model without the moderating variable are shown in Table 6-5, while the results after including the moderating variable are presented in Table 7-6.

In the table, *** indicates significance at the 0.01 confidence level, ** indicates significance at the 0.05 confidence level, * indicates significance at the 0.10 confidence level (marginally significant), and NS indicates not significant.

In the SEM results (without moderating variable), the path from monetary interaction to perceived emotional value, and perceived risk to purchase intention was marginally significant (β = 0.086, T = 1.642, P = 0.100; β = 0.136, T = 1.699, P = 0.089), indicating a potential weak positive effect. While this does not meet the conventional 0.05 significance level, it suggests possible trends that need further investigation in later discussions. The same interpretation applies to the model with the moderating variable, where similarly marginal results indicate potential effects may be worthwhile to investigate further.

Table 6-5

SEM Results (without moderating variable)

Path	Path Coefficient (β)	Standard deviation (STDEV)	T statistics	P value	Significance level	R^2	Adjusted R^2
monetary interaction → perceived emotional value	0.086	0.053	1.640	0.100	*	0.603	0.600
nonmonetary interaction → perceived emotional value	0.739	0.046	15.972	0.000	***		
monetary interaction → perceived functional value	0.574	0.070	8.241	0.000	***	0.365	0.360
nonmonetary interaction → perceived functional value	0.070	0.065	1.076	0.282	NS		

Path	Path Coefficient (β)	Standard deviation (STDEV)	T statistics	P value	Significance level	R^2	Adjusted R^2
monetary interaction → perceived risk	0.068	0.094	0.727	0.467	NS	0.189	0.182
nonmonetary interaction → perceived risk	0.404	0.074	5.432	0.000	***		
perceived emotional value → purchase intention	0.263	0.051	5.185	0.000	***	0.515	0.509
perceived functional value → purchase intention	0.535	0.080	6.672	0.000	***		
perceived risk → purchase intention	0.136	0.080	1.699	0.089	*		

Table 6-6

SEM Results (with moderating variable)

Path	Path Coefficient (β)	Standard deviation (STDEV)	T statistics	P value	Significance level	R^2	Adjusted R^2
monetary interaction → perceived emotional value	0.086	0.053	1.640	0.100	*	0.603	0.600
nonmonetary interaction → perceived emotional value	0.739	0.046	15.972	0.000	***		
monetary interaction → perceived functional value	0.574	0.070	8.242	0.000	***	0.365	0.360
nonmonetary interaction → perceived functional value	0.070	0.065	1.076	0.282	NS		
monetary interaction → perceived risk	0.068	0.094	0.727	0.467	NS	0.189	0.182
nonmonetary interaction → perceived risk	0.404	0.074	5.434	0.000	***		

Path	Path Coefficient (β)	Standard deviation (STDEV)	T statistics	P value	Significance level	R^2	Adjusted R^2
perceived emotional value → purchase intention	0.172	0.056	3.063	0.002	***		
perceived functional value → purchase intention	0.528	0.078	6.783	0.000	***		
perceived risk → purchase intention	0.095	0.066	1.445	0.148	NS		
interaction intensity → purchase intention	0.167	0.073	2.305	0.021	**	0.546	0.533
interaction intensity × perceived emotional value → purchase intention	-0.022	0.053	0.413	0.680	NS		
interaction intensity × perceived functional value → purchase intention	0.120	0.077	1.556	0.120	NS		
interaction intensity × perceived risk → purchase intention	-0.057	0.074	0.771	0.441	NS		

6.2.1 SEM Analysis Result

Based on the previous analysis, the supporting status for each hypothesis is shown in Table 6-7 and Figure 6-1.

Table 6-7

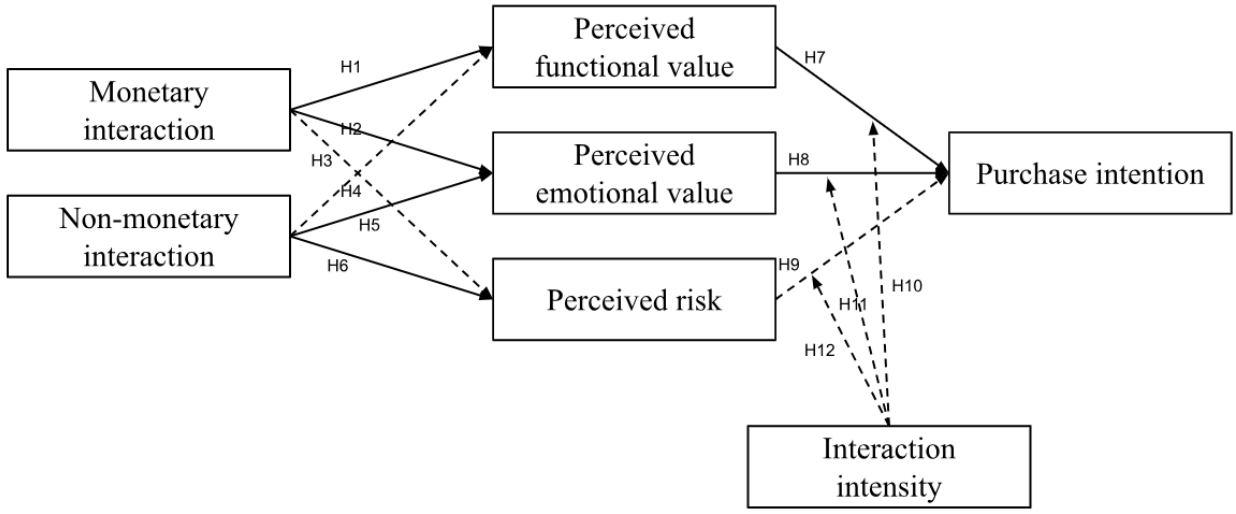
Hypothesis Support Overview

Hypothesis No.	Hypothesis Statement	Support status
H1	Monetary interactions positively impact perceived functional value	Supported
H2	Monetary interactions positively impact perceived emotional value	Supported
H3	Monetary interactions negatively impact perceived risk	Not supported
H4	Non-monetary interactions positively impact perceived functional value	Not supported

Hypothesis No.	Hypothesis Statement	Support status
H5	Non-monetary interactions positively impact perceived emotional value	Supported
H6	Non-monetary interactions negatively impact perceived risk	Supported
H7	Perceived functional value positively impacts consumer purchase intention	Supported
H8	Perceived emotional value positively impacts consumer purchase intention	Supported
H9	Perceived risk negatively impacts consumer purchase intention	Not supported
H10	Interaction intensity positively moderates the relationship between perceived functional value and purchase intention, such that the positive effect of perceived functional value on purchase intention is stronger for individuals with higher interaction intensity than for those with lower interaction intensity	Not supported
H11	Interaction intensity positively moderates the relationship between perceived emotional value and purchase intention, such that the positive effect of perceived emotional value on purchase intention is stronger for individuals with higher interaction intensity	Not supported
H12	Interaction intensity negatively moderates the relationship between perceived risk and purchase intention, such that the negative effect of perceived risk on purchase intention is weaker among individuals with higher interaction intensity	Not supported

Figure 6-1

Hypothesis Support Overview



7. Discussion on SEM Result

This study investigates the mechanisms underlying both monetary interactions and non-monetary interactions and their influence on Chinese consumers' purchase intentions in live streaming context. Specifically, the suggested conceptual model examines the mediating effects of perceived functional value, perceived emotional value, and perceived risk, as well as the moderating role of the interaction intensity during the live shopping. As a result, the SEM analysis partially supports the proposed hypotheses in the research model. These empirical findings shed light on the dynamic pathways activated by different types of interaction and provide nuanced insights into the live shopping research field.

The findings reveal that monetary interactions significantly influence perceived functional value. This suggests that promotions, discounts, free gifts and other price-based incentives enhanced consumers' evaluation of the practical benefits of live shopping. Although the positive path between monetary interaction and emotional value is only marginally significant, the coefficient value ($\beta = 0.086$) indicates that financial incentives can also contribute to emotional arousal. Such emotions may include feelings of excitement or urgency, particularly when consumers engage with time-limited bonus campaigns, quantity-limited deals, or chance-based activities like lucky draws. However, the relatively weak coefficient and borderline significance (P value = 0.100) suggest that monetary interactions are not the primary drivers of emotional engagement in this context.

Surprisingly, non-monetary interactions do not significantly influence the perceived functional value. A previous study has indicated that viewers may discount or reject marketer-driven opinions from the streamer, even when they have positive interactions during the live streaming, as the streamer is primarily perceived as product spokesperson in live shopping contexts (Fu & Hsu, 2023). Thus, while consumers may appreciate product demonstrations and interpersonal communication, these interactive elements alone do not necessarily enhance their perception of product utility or practical benefit. However, a strong relationship is found between non-monetary interactions and perceived emotional value. Non-transactional interactions, such as presenting detailed product information, sharing personal shopping experiences, and narrating brand stories, play a crucial role in fostering emotional bonds between streamers and viewers during live streaming. As noted by Xu et al. (2020), viewers enjoy the hedonic and entertaining experience through engaging streamers and pleasant parasocial interaction with them, which

evoke a strong sense of exhilaration and motivate further actions. Moreover, the high coefficient ($\beta = 0.739$) also indicates that non-monetary interactions are far more effective than monetary offers in building emotional resonance, which may influence consumer loyalty and satisfaction.

When it comes to perceived risk, the findings show that monetary interactions do not significantly reduce perceived risk, whereas non-monetary interactions have a significant negative impact on perceived risk. Through real-time demonstrations and Q&A sessions, streamers appear to build consumer trust and confidence and lower the uncertainty of this shopping journey. In contrast, financial incentives alone may not be sufficient to alleviate consumer concerns related to potential risks, such as product quality, authenticity or transaction security. This may be attributed to the increasing number of reported incidents involving counterfeit or substandard products in live-streaming commerce over recent years. Guo et al. (2021) noted that consumers may associate low prices and deep discounts with negative perceptions like low quality and unsellable products, thereby increasing their perceived uncertainty in live shopping. Unusual price reduction and excessive free gifts may serve as warning signs for viewers, raising doubts about product reliability, shipping logistics, data privacy, and post-purchase service. These perceptions reflect a growing concern that aggressive monetary promotions may be used to mask poor product performance, which ultimately undermines consumer trust in the live shopping experience.

Furthermore, the positive effects of perceived functional and emotional value on viewers' purchase intentions are verified. Notably, perceived functional value ($\beta = 0.535$ without moderation; $\beta = 0.528$ with moderation) exerts a stronger influence than perceived emotional value ($\beta = 0.263$ without moderation; $\beta = 0.172$ with moderation) on purchase intention. The potential reason can be that Chinese consumers show high price sensitivity in e-commerce and live shopping activities. According to Gao et al. (2023), 31% of customers compare prices for all products, and 30% compare prices when buying specific items like electronics or clothing. Additionally, 32% actively search for discount coupons (Gao et al., 2023). Meanwhile, top streamers often leverage their large audiences to negotiate significant discounts from brands, thus further lowering prices (iResearch, 2024). As a result, consumers' purchase intentions are more strongly driven by price and functional value as it is one of the most significant advantages of shopping online.

However, it is surprising that perceived risk also shows a positive impact on viewers' purchase intentions, which contradicts our initial hypothesis and common sense. Previous studies provide some possible explanations for this unexpected result. Zhao and Zhang (2015) found that perceived risk does not significantly affect consumers' behavioral intentions toward online storage services, suggesting that the superiority of internet products and users' strong dependence may offset the negative effects of risk perception. Similarly, a survey shows that users' perceived risk toward food delivery apps does not significantly influence their willingness to use these services, implying that risk perception might not be a decisive factor in online delivery services (Zhang, 2016). Building on these findings, the nature of live shopping may further explain the result. First, moderate perceived risk can stimulate consumers' exploratory motivation and curiosity, especially in non-rational, entertainment-driven, or emotional shopping contexts. In live shopping, flash sales and mystery bundles can create such excitement and urgency. For example, Li Jiaqi (a famous professional live shopping streamer) often uses time-limited offers with a lower price and limited quality information. Despite recognizing the risks, consumers are driven by curiosity and fear of missing out to actively make purchases. Second, it is possible that a more complex mechanism underlies the relationship between perceived risk and purchase intention. Some empirical studies in online shopping contexts have found no significant correlation between the two, suggesting that mediating or moderating factors might exist but were not captured. Finally, limitations in questionnaire design could have contributed to this unexpected finding. Most survey questions measured respondents' feelings positively, while perceived risk was measured negatively. This inconsistency might have led to response bias, as participants could have answered based on inertia from previous questions.

The SEM research findings of the current investigation also do not support the significant moderating effect of interaction intensity. The main potential reason is that interaction intensity itself is already highly correlated with purchase intention. In this survey, the positive direct relationship between interaction intensity and purchase intention is confirmed ($\beta = 0.167$, which is positive), suggesting that these two factors are more directly linked rather than through a moderating effect. Meanwhile, live streaming is already a high-interactive context, and viewer's perceived functional and emotional value has reached to a certain high level due to clear product demonstrations and emotionally engaging atmospheres. Under such conditions, even greater interaction intensity may not significantly enhance perceived value, leading to a ceiling effect. A

similar explanation applies also to perceived risk. Moreover, since the direct negative relationship between perceived risk and purchase intention was not supported, the moderating effect of interaction intensity on this relationship is unlikely to be reliable.

8. Minor Study on EU Context

8.1 Research Context

As stated in our research objective, we also aimed to gather insights from EU consumers and compare their perspectives with Chinese shoppers. In this case, we conduct a minor study to enable the comparisons on live shopping interactions and consumer behavior between China and EU.

Similar to the Chinese research context, the EU survey focuses on the most commonly used live shopping platforms in Europe. These platforms align with the proposed research model and encompass all relevant variables. As with the leading platforms in China, features related to both monetary and non-monetary interactions (e.g., gifts, discounts, comment sections, and live chats) are also present in European live shopping settings, particularly on official retailer websites and social media platforms such as Instagram, Facebook, and TikTok (Statista, 2022).

In summary, the minor study is grounded in the context of live shopping in Europe, specifically targeting users who have engaged with live shopping through these widely used digital platforms.

8.2 Questionnaire Design

The questionnaire used in the EU minor study is identical to the previous one adopted for the Chinese study. It begins with a GDPR consent page, followed by two pre-selection questions, and then the main survey sections. These sections include items designed to measure respondents' purchase intention, perceived functional and emotional value, perceived risk, monetary and non-monetary interactions, and interaction intensity within the live shopping context. In the end of the questionnaire, the demographical characteristics and live shopping behaviors of respondents are collected (see in Appendix 3). Moreover, all variables measured were clearly defined before each section to ensure respondent understanding.

8.3 Discussion

For the European sample, distribution was conducted via school email contact lists and personal networks during March 18th to April 20th, 2025. The data is processed using convenient sampling. As a result, we only received a limited number of valid responses. In total, 45 responses were collected, of which 20 participants had engaged in live shopping from Sweden and other parts of Europe. The European dataset is treated as a supplementary minor study and was not included in the Structural Equation Model analysis due to an insufficient number of

responses for effective and reliable modeling. Instead, it is briefly introduced and discussed descriptively, highlighting several interesting features as follows.

The minor study adopts a descriptive approach based on the findings from the European survey. Overall, European customers have much less exposure to live shopping content. Only 42.2% of total respondents had such experience compared to 90.9% of that in China. One obvious explanation is that e-commerce and live shopping emerged significantly earlier in China compared to the rest of the world, especially after COVID-19 impact (Achille et al., 2020). Additionally, from a customer behavior perspective, Chinese customers are now multi-channel shoppers, using both live shopping and other e-commerce platforms for product search and purchase (Becdach et al., 2023). In contrast, 43% of European consumers reported a preference for receiving information in person rather than online in 2024 (European Insurance and Occupational Pensions Authority [EIOPA], 2024).

Regarding purchase intention, 63.6% of respondents showed strong intention to participate in live shopping in the future, based on those who selected “strongly agree” or “agree” in the purchase intention measurement items. However, the third question with the strongest purchase action intention, which is “I will consider live streaming shopping as my first shopping choice”, has received more mixed responses. Only 45.5% of respondents held positive purchase intentions compared with 81.8% and 63.6% for the first two questions. This suggests that while customers in Europe are open to live shopping, they may not yet view it as their primary purchasing channel. Meanwhile, 76.1% and 72.9% of Chinese respondents have strong purchase intentions in the first two questions correspondingly, showing that both Chinese and European customers are willing to actively engage in live shopping with strong purchase intention. However, it is surprising that for the third question, only 20.2% of Chinese respondents have chosen live shopping as their primary shopping channel, and a significant number of them (40.2%) are neutral on it. The reason can be that as the e-commerce industry is popular and mature in China, there are more and more people browsing in live rooms and completing purchases later via other e-commerce platforms such as JD.com or Taobao (Becdach et al., 2023), resulting in actual purchases being less than expected via live streaming channel compared with European sample.

In the Nordic countries, despite live shopping being predicted to grow strongly, this trend has not appeared in Norway and Finland yet, which lag behind the rising growth seen in Asia and

the U.S. (Ecommerce Europe, 2023). It is true that the penetration rate of live shopping among European respondents was less than half of that observed in the Chinese sample (42.2% vs. 90.9%), indicating a significant gap in exposure and adoption. However, the proportion of respondents with strong purchase intentions is comparable and even slightly higher that of Chinese customers (63.6% vs. 63.0%). Considering the slow development in the EU and huge gap in penetration rate between the two regions, this gap is much lower than expected but can be explained by the higher educational background respondents included in this survey. Wang and Oh (2023) have found that high-educated groups with stronger IT education backgrounds will shop online more frequently. Additionally, they intend to be more likely to buy something again when they find something entertaining, pleasurable or funny. In this minor study, the majority of European respondents were between the ages of 18 and 30, comprising approximately 70% of the sample. Over 80% of respondents held a bachelor's or master's degree. It is suggested that younger and well-educated individuals may exhibit relatively higher purchase intentions in live shopping environments. Meanwhile, a similar pattern is identified in the Chinese sample, where respondents with a bachelor's (87.6%) and master's degree (75.7%) demonstrated higher positive purchase intentions compared to those with lower educational backgrounds. This cross-cultural similarity suggests that education level may play a more decisive role than nationality in shaping consumers' engagement with live shopping.

We seek to analyze the discrepancies between the European and Chinese samples from the perspective of cultural difference. Previous researchers have expressed differing views on how cultural differences influence customer engagement and value perceptions in live shopping. Andersson and Pitz (2021) argue that European consumers mainly engage in live shopping interactions for product-related purposes, in contrast to Asian consumers who value hedonic and social aspects. However, a survey by Becdach et al. (2023) found that live shoppers in the U.S. and Europe engage in the experience for entertainment, whereas Chinese consumers are primarily driven by functional reasons. Our findings reveal that 73.6% of the Chinese respondents strongly agreed or agreed that they perceived functional value when engaging in the live shopping interactions, compared to 42.5% who perceived emotional value. In contrast, 61.8% of European participants reported perceiving functional value, while 68.18% recognized the perceived emotional value. These results suggest that Chinese consumers may tend to experience more functional value as they engage and consume in live shopping, mainly because

Chinese consumers focus on the price quality of the products. Meanwhile, European consumers show a slight tendency with emotional value perceptions during the experience.

We believe that individuals from different cultural backgrounds place varying emphasis on emotional, functional values and possible risks in their decision-making. For instance, Ma (2021) mentioned that culture may influence live shopping intentions, suggesting that consumers from collectivistic cultures are less likely to purchase from live streaming platforms when seeking the utilitarian value of products to avoid uncertainties. Moreover, consumers in collectivist cultures tend to be less satisfied with sales promotion offers compared to those in short-term-oriented individualistic cultures (McNeill et al., 2014). Different cultural backgrounds also affect the levels of trust in e-commerce, which plays a critical role in frosting a favorable online shopping environment and thus reducing risk perception (Ma et al., 2022). However, our minor study on the European context may not be sufficient to fully explain the effects of cultural differences due to the small sample size. The moderating role of cultural differences remains incompletely understood and requires further study with broader and more representative samples.

9. Research Conclusion

9.1 Theoretical Contribution

This study makes several theoretical contributions to the current literature on consumer purchase intentions in live shopping contexts.

First, the research integrates two well-established theoretical frameworks: Uses and Gratifications Theory and Social Exchange Theory, offering a multidimensional perspective on consumer behavior. The combination of these two theories provides a relevant and coherent foundation for investigating the dynamics between consumer interactions and purchase intentions. Uses and Gratifications Theory, frequently applied to understand users' motivations in media engagement and consumption, helps explain how both monetary and non-monetary interactions shape consumers' perceptions of functional value and emotional value during live streaming. At the same time, Social Exchange Theory provides a lens for exploring how consumers weigh the benefits and risks of these interactions and generate shopping intentions. While UGT emphasizes psychological needs and user-driven gratifications, SET brings a sociological dimension to the framework by highlighting the interaction between viewers and streamers while focusing on the cost-benefit analysis of perceived value and risks in consumer-streamer exchanges.

By linking these two perspectives, the proposed conceptual model goes beyond individual gratifications derived from live shopping interactions and further examines how these interactions influence their evaluations and behavioral intentions. This approach is particularly relevant given that interacting with others is a key reason why people engage in live shopping (Cai et al., 2018).

Second, this study extends the classification of independent variables and introduces a new moderating variable. Previous research in this field has categorized consumer interaction in various ways. For example, by interaction target (e.g., with the streamer, with other viewers, or with the platform), by perceived characteristics (e.g., perceived usefulness, entertainment, or ease of use), or by content type (e.g., product-related vs. context-related interactions). Building upon previous literature foundation, this study introduces a new model by examining monetary-related interactions and non-monetary interactions between viewers and streamers. This approach

provides a different understanding of consumer behavior in live shopping environments and offers an alternative method of categorizing interactive behaviors in live shopping studies.

In terms of moderating variables, this study contributes by introducing interaction intensity as a new factor. This idea was inspired by real-world observations and has rarely been addressed in previous research. Although the results show that interaction intensity is not a significant moderator, this finding is still meaningful by reducing unnecessary efforts in future studies. Also, it suggests that exploring interaction intensity as a direct factor influencing purchase intention could be a valuable direction for future research.

9.2 Practical Implications

9.2.1 Suggestions to Retailers

This study highlights the importance of both functional and emotional value in influencing purchase intentions. Among them, perceived functional value shows the most significant positive effect, indicating that retailers should prioritize strategies that enhance the viewer's perception of product utility, quality and cost-efficiency. To achieve this, retailers are encouraged to strengthen monetary interaction mechanisms, such as featuring more vendors, offering competitive prices, or providing exclusive discounts and bundled deals.

At the same time, the role of emotional value should not be overlooked. Although its impact is slightly weaker, it still exerts a positive influence on purchase intention. Retailers can increase emotional value by creating a more engaging and interactive live streaming environment, and then responding promptly to viewers' questions, and maintaining friendly and authentic communications. Moreover, it is interesting that monetary interactions also have a minor positive influence on emotional value, suggesting that initiatives like giveaways or special offers can contribute not only to functional perceptions but also to overall enjoyment and emotional engagement perceptions.

Therefore, it is essential for retailers to leverage both monetary and non-monetary interactions, finding the right balance to optimize cost-efficiency and maximize consumer experience. However, the chosen interaction strategy should align with the retailer's broader business goals rather than simply aiming to increase the purchase intention. For example, if the overall business goal of live shopping is brand building rather than immediate conversion, placing more emphasis on emotional value and increasing viewer engagement may be more

effective. In this case, the live shopping experience serves as a touchpoint for deepening customer relationships and enhancing brand perception.

For European retailers and streamers, it is essential to consider also the evolving nature of live shopping and its role in the broader digital marketing landscape. Prior research suggests that online marketing strategies effective in China may not transfer well to Western countries, due to challenges like limited logistics infrastructure and underdeveloped online payment systems (Gong et al., 2013). Moreover, with the market maturing, consumers may shift from using it solely for purchases to using it for product discovery and entertainment as seen in the Chinese market. Therefore, the European retailers and streamers should think ahead on how to reshape the strategic role of live shopping and consider repositioning it as part of a broader customer engagement journey in the long future.

9.2.2 Suggestions to Live Shopping Customers

From the consumers' standpoint, this thesis also offers valuable insights for engaging in live shopping more effectively and making more rational and informed shopping decisions.

Live shopping provides an efficient and convenient channel for consumers to communicate directly with retailers, gaining access to more detailed product information and bespoke usage instructions. Beyond these benefits, live shopping also delivers unique emotional value and greater financial savings compared to traditional retail formats. Effectively leveraging this trending shopping mode can enable consumers to purchase products in a way that is effective, economical, and entertaining.

However, it is important to recognize that there is a vast body of research on consumer behavior and psychological patterns. These theories have been widely applied by live shopping retailers as part of their marketing strategies to influence consumers' purchase decisions. Tactics, such as time-limited offers to create a sense of urgency and scarcity, and review incentives to generate positive social proof, are commonly seen in live shopping. In the festive and welcoming atmosphere created by streamers, consumers may be more prone to impulse buying and overlook potential risks associated with their purchases.

Therefore, we suggest consumers remain vigilant and think carefully before making purchasing decisions during the live streams. Comparing product quality and prices across different channels, maintaining a critical perspective on promotional tactics, and balancing

emotional impulses with rational evaluation are essential steps to ensure more satisfying and secure shopping experiences.

9.3 Limitations and Future Research

In the context of live shopping, this study has developed a theoretical model, conducted questionnaire distribution, performed data analysis, and examined the underlying mechanisms influencing viewer's purchase intention. While the findings offer useful insights as discussed before, several limitations remain due to constraints in data collection and the evolving nature of relevant theories.

First, the use of convenience sampling resulted in an unbalanced demographic distribution, particularly with an underrepresentation of male respondents and limited variation across age and education groups. This may affect the generalizability of the findings to a broader population. In future research, it would be valuable to broaden the respondent pool and apply diverse sampling methods to ensure that the demographic composition more accurately reflects the population structure of the target countries or regions. Second, the European sample size was relatively small for conducting robust structural equation modeling (SEM), which limited the ability to perform a more comparable cross-cultural analysis. Future research could address this limitation by increasing the number of responses through monetary incentives and by incorporating qualitative interviews to gain deeper insights into potential differences in underlying mechanisms across regions.

Furthermore, the current measurement of perceived risk may not fully capture the multidimensional nature of consumer concerns in live shopping contexts, highlighting the future needs for a more reliable and effective measurement items list. Finally, while interaction intensity was examined as a moderating variable in this study, future work may consider exploring its role as an independent or mediating variable, to better understand its influence on the purchase intention.

References

Achille, A., Balloch, C., Bu, L., Chen, C., Chen, G., Chen, L., Enger, W., Ho, J., Huang, X., Hui, D., Kuijpers, D., Leung, N., Li, L., Mak, J., Ngai, J., Poh, F., Pountney, D., Sawaya, A., Saxon, S., ... Zipser, D. (2020, November). *China consumer report 2021: Understanding Chinese consumers—The growth engine of the world.* McKinsey & Company, Inc. https://www.mckinsey.com/~/media/mckinsey/featured%20insights/china/china%20still%20the%20worlds%20growth%20engine%20after%20covid%2019/mckinsey%20china%20consumer%20report%202021.pdf

Andersson, E., & Pitz, N. (2021). Ready, set, live! How Do European Consumers Perceive the Value of Live Video Shopping and What are Their Motivations to Engage in It? A Qualitative Study (Dissertation). Retrieved from https://urn.kb.se/resolve?urn=urn:nbn:se:umu:diva-185201

Aravindakshan, A., Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2004). Customer equity: Making marketing strategy financially accountable. *Journal of Systems Science and Systems Engineering*, *13*(4), 405–422. https://doi.org/10.1007/s11518-006-0173-z

Arora, A., Glaser, D., Kluge, P., Kim, A., Kohli, S., & Sak, N. (2021). It's showtime! How live commerce is transforming the shopping experience. In *McKinsey Insights*. McKinsey & Company, Inc. https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/its-showtime-how-live-commerce-is-transforming-the-shopping-experience

Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *The Journal of Consumer Research*, *20*(4), 644–656. https://doi.org/10.1086/209376

Bauer, R. A. (1967). Consumer behavior as risk taking. *Marketing: Critical perspectives on business and management*, *593*, 13-21. https://books.google.de/books?hl=en&lr=&id=HLuo1sawoAYC&oi=fnd&pg=PA13&dq=Bauer,+R.+A.+(1967).+Consumer+behavior+as+risk+taking.+Marketing:+Critical+perspectives+on+business+and+management,+593,+13-21.&ots=Igny8X1sUr&sig=_JTigfjoB-jkSXvH8zX4GflbKHU&redir_esc=y#v=onepage&q&f=false

Bawack, R. E., Bonhoure, E., Kamdjoug, J.-R. K., & Giannakis, M. (2023). How social media live streams affect online buyers: A uses and gratifications perspective. *International Journal of Information Management*, *70*, 102621-. https://doi.org/10.1016/j.ijinfomgt.2023.102621

Becdach, C., Glaser, D., Sak, N., Kevin Wei Wang, & Zimmermann, S. (2023). Ready for prime time? The state of live commerce. In *McKinsey Insights*. McKinsey & Company, Inc. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/ready-for-prime-time-the-state-of-live-commerce

Blau, P. (1986). *Exchange and Power in Social Life (2nd ed.).* Routledge. https://doi.org/10.4324/9780203792643

Cai, J., & Wohn, D. Y. (2019). Live streaming commerce: Uses and gratifications approach to understanding consumers' motivations. https://aisel.aisnet.org/hicss-52/dsm/live_streaming_services/3/

Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018, June). Utilitarian and hedonic motivations for live streaming shopping. In *Proceedings of the 2018 ACM international conference on interactive experiences for TV and online video* (pp. 81-88). https://doi.org/10.1145/3210825.3210837

Chen, H., Zhang, S., Shao, B., Gao, W., & Xu, Y. (2022). How do interpersonal interaction factors affect buyers' purchase intention in live stream shopping? The mediating effects of swift guanxi. *Internet Research*, *32*(1), 335–361. https://doi.org/10.1108/INTR-05-2020-0252

China Internet Network Information Center. (2024, March 22). *The 53rd statistical report on China's Internet development* [第 53 次《中国互联网络发展状况统计报告》]. https://www.cnnic.net.cn/NMediaFile/2024/0325/MAIN1711355296414FIQ9XKZV63.pdf

Chua, A. Y. K., Goh, D. H.-L., & Lee, C. S. (2012). Mobile content contribution and retrieval: An exploratory study using the uses and gratifications paradigm. *Information Processing & Management*, *48*(1), 13–22. https://doi.org/10.1016/j.ipm.2011.04.002

Cook, K. S., & Emerson, R. M. (1978). Power, Equity and Commitment in Exchange Networks. *American Sociological Review*, *43*(5), 721–739. https://doi.org/10.2307/2094546

Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, *24*(3–4), 261–277. https://doi.org/10.1080/0965254X.2015.1095222

Dowling, G. R., & Staelin, R. (1994). A Model of Perceived Risk and Intended Risk-Handling Activity. *The Journal of Consumer Research*, *21*(1), 119–134. https://doi.org/10.1086/209386

Ecommerce Europe. (2023, September 25). *European E-commerce report 2023*. Universal Postal Union. https://www.upu.int/UPU/media/wwwUpuIntUniversalPostalUnionAboutUpuBodiesConsultativeCommittee/2023EuropeanEcommerceReportEn.pdf

European Insurance and Occupational Pensions Authority. (2024). *Consumer trends report 2024*. https://www.eiopa.europa.eu/publications/consumer-trends-report-2024_en

Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: a perceived risk facets perspective. *International Journal of Human-Computer Studies*, *59*(4), 451–474. https://doi.org/10.1016/S1071-5819(03)00111-3

Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. *Journal of Interactive Marketing*, *20*(2), 55–75. https://doi.org/10.1002/dir.20061

Fu, J.-R., & Hsu, C.-W. (2023). Live-streaming shopping: the impacts of para-social interaction and local presence on impulse buying through shopping value. *Industrial Management + Data Systems*, *123*(7), 1861–1886. https://doi.org/10.1108/IMDS-03-2022-0171

Gan, C., & Wang, W. (2015). Uses and gratifications of social media: a comparison of microblog and WeChat. *Journal of Systems and Information Technology*, *17*(4), 351–363. https://doi.org/10.1108/JSIT-06-2015-0052

Gao, Y., Xu, Z., Tan, J., Liu, Y., Liu, Z., & Peng, Q. (2023). *2023 China consumer insight and market outlook whitepaper* [White paper]. Deloitte.

https://www2.deloitte.com/content/dam/Deloitte/cn/Documents/consumer-business/deloitte-cn-cb-consumer-insight-zh-230118.pdf

Gong, W., Stump, R. L., & Maddox, L. M. (2013). Factors influencing consumers' online shopping in China. *Journal of Asia Business Studies*, *7*(3), 214–230. https://doi.org/10.1108/JABS-02-2013-0006

Gouldner, A. W. (1960). The Norm of Reciprocity: A Preliminary Statement. *American Sociological Review*, *25*(2), 161–178. https://doi.org/10.2307/2092623

Gu, R., Oh, L. B., & Wang, K. (2016). Developing user loyalty for social networking sites: a relational perspective. *Journal of Electronic Commerce Research*, *17*(1), 1. http://jecr.org/sites/default/files/Paper1_1.pdf

Guo, J., Li, Y., Xu, Y., & Zeng, K. (2021). How Live Streaming Features Impact Consumers' Purchase Intention in the Context of Cross-Border E-Commerce? A Research Based on SOR Theory. *Frontiers in Psychology*, *12*, 767876–767876. https://doi.org/10.3389/fpsyg.2021.767876

Haidar, M. (2024). Challenges and Opportunities of Live Stream Selling : -A Study on Swedish Consumer Behaviour and Adoption in the Fashion Industry (Dissertation). Retrieved from https://urn.kb.se/resolve?urn=urn:nbn:se:hj:diva-64334

Hair, J. F. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2. ed.). Sage. https://www.scirp.org/reference/referencespapers?referenceid=2297757

Hsieh, Y.-C., Chiu, H.-C., & Chiang, M.-Y. (2005). Maintaining a committed online customer: A study across search-experience-credence products. *Journal of Retailing*, *81*(1), 75–82. https://doi.org/10.1016/j.jretai.2005.01.006

Hu, J. (2020). The impact of price discount methods on consumer purchase intention in the context of mobile e-commerce [移动电子商务环境下价格折扣方式对消费者购买意愿的影响]. *New Economy*, (1), 39–46. https://www-cnki-net-443.webvpn.las.ac.cn/

iResearch. (2024). *China live streaming e-commerce industry research report* [中国直播电商行业研究报告]. iResearch Inc. https://pdf.dfcfw.com/pdf/H3_AP202404191630646457_1.pdf?1713525904000.pdf

Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Information technology and management*, 1, 45-71. https://link.springer.com/article/10.1023/A:1019104520776

Joo, E., & Yang, J. (2023). How perceived interactivity affects consumers' shopping intentions in live stream commerce: roles of immersion, user gratification and product involvement. *Journal of Research in Interactive Marketing*, *17*(5), 754–772. https://doi.org/10.1108/JRIM-02-2022-0037

Jun, M., Yang, Z., & Kim, D. (2004). Customers' perceptions of online retailing service quality and their satisfaction. *The International Journal of Quality & Reliability Management*, 21(8), 817–840. https://doi.org/10.1108/02656710410551728

Kasim, H., Abdurachman, E., Furinto, A., & Kosasih, W. (2020). Gratifications of digital media: A demographic view from four countries in south-east Asia. *Management Science Letters*, *10*(3), 593–598. https://doi.org/10.5267/j.msl.2019.9.021

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and Gratifications Research. *Public Opinion Quarterly*, *37*(4), 509–523. https://doi.org/10.1086/268109

Ki, C.-W. (Chloe), Chenn, A., Man Chong, S., & Cho, E. (2024). Is livestream shopping conceptually New? a comparative literature review of livestream shopping and TV home shopping research. *Journal of Business Research*, *174*, 114504-. https://doi.org/10.1016/j.jbusres.2024.114504

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, *44*(2), 544–564. https://doi.org/10.1016/j.dss.2007.07.001

Konovsky, M. A. (2000). Understanding Procedural Justice and Its Impact on Business Organizations. *Journal of Management*, *26*(3), 489–511. https://doi.org/10.1177/014920630002600306

Leung, L., & Wei, R. (2000). More Than Just Talk on the Move: Uses and Gratifications of the Cellular Phone. *Journalism & Mass Communication Quarterly*, *77*(2), 308–320. https://doi.org/10.1177/107769900007700206

Li, G., Jiang, Y., & Chang, L. (2022). The Influence Mechanism of Interaction Quality in Live Streaming Shopping on Consumers' Impulsive Purchase Intention. *Frontiers in Psychology*, *13*, 918196–918196. https://doi.org/10.3389/fpsyg.2022.918196

Li, H., Liu, Y., Xu, X., Heikkilä, J., & van der Heijden, H. (2015). Modeling hedonic is continuance through the uses and gratifications theory: An empirical study in online games. *Computers in Human Behavior*, *48*, 261–272. https://doi.org/10.1016/j.chb.2015.01.053

Li, L., Chen, X., & Zhu, P. (2024). How do e-commerce anchors' characteristics influence consumers' impulse buying? An emotional contagion perspective. *Journal of Retailing and Consumer Services*, *76*, 103587-. https://doi.org/10.1016/j.jretconser.2023.103587

Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022). Marketing by live streaming: How to interact with consumers to increase their purchase intentions. *Frontiers in Psychology*, *13*, 933633–933633. https://doi.org/10.3389/fpsyg.2022.933633

Liu, R., Abdul Hamid, A. B., & Ya'akub, N. I. (2024). Revisiting perceived gratification, consumer attitudes and purchase impulses in cross-border e-commerce live streaming: a direct and indirect effects model. *Journal of Systems and Information Technology*, *26*(1), 51–70. https://doi.org/10.1108/JSIT-10-2023-0214

Liu, W. (2015). A historical overview of uses and gratifications theory. *Cross-Cultural Communication*, 11(9), 71-78. http://www.cscanada.net/index.php/ccc/article/view/7415

Lo, P.-S., Dwivedi, Y. K., Wei-Han Tan, G., Ooi, K.-B., Cheng-Xi Aw, E., & Metri, B. (2022). Why do consumers buy impulsively during live streaming? A deep learning-based dual-stage SEM-ANN analysis. *Journal of Business Research*, *147*, 325–337. https://doi.org/10.1016/j.jbusres.2022.04.013

Ma, X., Zou, X., & Lv, J. (2022). Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants. *Electronic Commerce Research and Applications*, *55*, 101193-. https://doi.org/10.1016/j.elerap.2022.101193

Ma, Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations. *Telematics and Informatics*, *59*, 101562-. https://doi.org/10.1016/j.tele.2021.101562

McNeill, L. S., Fam, K. S., & Chung, K. (2014). Applying transaction utility theory to sales promotion - the impact of culture on consumer satisfaction. *The International Review of Retail, Distribution and Consumer Research*, *24*(2), 166–185. https://doi.org/10.1080/09593969.2013.830637

Molm, L. D. (1997). *Coercive power in social exchange*. Cambridge University Press. https://psycnet.apa.org/record/1997-08307-000

Muret, D. (2022, April 15). Live video shopping emerging in Europe after booming in China. *FashionNetwork.com.* https://ww.fashionnetwork.com/news/Live-video-shopping-emerging-in-europe-after-booming-in-china,1397257.html

National Academy of Economic Strategy, CASS & Chinese Association of Market Development. (2024, December 27). *2024 live e-commerce industry development trend report* [2024 年直播电商行业发展趋势观察]. http://naes.cssn.cn/cj_ywz/

Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, *65*(11), 1583–1589. https://doi.org/10.1016/j.jbusres.2011.02.043

Pavic, D. (2025, February 3). *How live shopping is changing the retail landscape across the globe.* Forbes. https://www.forbes.com/councils/forbestechcouncil/2025/02/03/how-live-shopping-is-changing-the-retail-landscape-across-the-globe/

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International journal of electronic commerce*,

7(3), 101-134. https://doi.org/10.1080/10864415.2003.11044275

Picot-Coupey, K., Bouragba, Y., Collin Lachaud, I., Gallarza, M. G., & Ouazzani, Y. (2023). Live streaming shopping as a new retail format: insights from a qualitative study of consumers and retailers. *International Journal of Retail & Distribution Management*, *51*(9/10), 1313–1351. https://doi.org/10.1108/IJRDM-12-2022-0505

Reid, H., & Pons, C. (2024, June 3). After China, Zara expands live shopping experiment to Europe and US. *Reuters.* https://www.reuters.com/business/retail-consumer/after-china-zara-expands-live-shopping-experiment-europe-us-2024-06-03/

Ruggiero, T. E. (2000). Uses and Gratifications Theory in the 21st Century. *Mass Communication & Society*, *3*(1), 3–37. https://doi.org/10.1207/S15327825MCS0301_02

Schechter, L. (1984). A normative conception of value. *Progressive Grocer, executive report*, *2*, 12-14. https://ccsenet.org/journal/index.php/ass/article/download/47176/25513

Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer behavior* (10th ed.). Upper Saddle River, NJ: Pearson Education/Prentice Hall. https://whu365.sharepoint.com/sites/myWHU_Library/Lists/ABI/AllItems.aspx?viewid=4eb63bd6%2Da9f0%2D4d98%2Dba09%2Dec733462ecf2&view=7

Sirgy, M. J., Lee, D.-J., & Yu, G. B. (2020). Shopping-Life Balance: Towards a Unifying Framework. *Applied Research in Quality of Life*, 15(1), 17–34. https://doi.org/10.1007/s11482-018-9662-8

Statista. (2022, July 6). *Leading social media platforms where internet users purchased products during a live streaming event in 2022*. https://www.statista.com/statistics/1346066/social-media-purchases-live-streaming-worldwide/

Statista. (2022, May 6). *Platforms most used for livestreaming by retail companies worldwide in 2022, by region.* https://www.statista.com/statistics/1347547/platforms-used-by-retailers-for-livestreaming-worldwide/

Statista. (2023, May 8). *Main usage drivers and barriers among those interested in attending a live shopping session in Spain in 2023.* https://www.statista.com/statistics/1457855/drivers-barriers-live-shopping-spain/

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, *37*, 100886-. https://doi.org/10.1016/j.elerap.2019.100886

Tan, S. (2024). How to interact with consumers to enhance their purchase intention? Evidence from China's agricultural products live streaming commerce. *British Food Journal (1966)*, *126*(6), 2500–2521. https://doi.org/10.1108/BFJ-09-2023-0815

Tolouee, A. (2021, July). Live shopping in Europe: The new must-have for fashion and beauty e-commerce? *Arvato Supply Chain Solutions*. https://arvato.com/about/insights/live-shopping-in-europe

Wang, J., & Oh, J. I. (2023). Factors influencing consumers' continuous purchase intentions on TikTok: An examination from the uses and gratifications (U&G) theory perspective. *Sustainability*, *15*(13), 10028. https://doi.org/10.3390/su151310028

Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce. *Computer Supported Cooperative Work*, 31(4), 701–729. https://doi.org/10.1007/s10606-022-09439-2

Wayne, S. J., Shore, L. M., & Liden, R. C. (1997). Perceived Organizational Support And Leader-Member Exchange: A Social Exchange Perspective. *Academy of Management Journal*, *40*(1), 82–111. https://doi.org/10.5465/257021

Wei, H., Gao, J., & Duan, F. (2021). The impact of information interaction on user engagement behavior in the live streaming e-commerce context [电商直播模式下信息交互对用户参与行为的影响]. *Information Science*, 39(4), 148–156. https://www-cnki-net-443.webvpn.las.ac.cn/

Westphal, J. D., & Zajac, E. J. (1997). Defections from the Inner Circle: Social Exchange, Reciprocity, and the Diffusion of Board Independence in U.S. Corporations. *Administrative Science Quarterly*, *42*(1), 161–183. https://doi.org/10.2307/2393812

Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research*, *16*(4), 362–369. https://doi.org/10.1108/QMR-06-2013-0041

Wimmer, R. D., & Dominick, J. R. (1994). *Mass media research: An introduction* (4th ed.). Belmont, CA: Wadsworth. https://www.worldradiohistory.com/BOOKSHELF-ARH/Ratings/Mass-Media-Research-4th-1994-Wimmer.pdf

Wu Zhiying. (2023). Research on How Live Streaming Helps Revive the Chinese Economy under COVID-19. *SHS Web of Conferences*, *155*, 02025-. https://doi.org/10.1051/shsconf/202315502025

Wu, J.-H., Wang, S.-C., & Tsai, H.-H. (2010). Falling in love with online games: The uses and gratifications perspective. *Computers in Human Behavior*, *26*(6), 1862–1871. https://doi.org/10.1016/j.chb.2010.07.033

Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce?. *Journal of electronic commerce research*, 21(3), 144-167. http://ojs.jecr.org/jecr/sites/default/files/2020vol21no3_Paper1.pdf

Xue, J., Liang, X., Xie, T., & Wang, H. (2020). See now, act now: How to interact with customers to enhance social commerce engagement? *Information & Management*, *57*(6), 103324-. https://doi.org/10.1016/j.im.2020.103324

Yu, Z. (2021). A study on the impact of live streaming commerce interactivity on consumer purchase intentions [电商直播互动性对消费者购买意愿的影响研究]. Yanbian University. https://www-cnki-net-443.webvpn.las.ac.cn/

Yu, Z., Zeng, H., & Hao, L. (2022). An empirical study on the impact of participation atmosphere on customers' willingness to participate online: A social exchange theory perspective [参与氛围对顾客在线参与意愿影响的实证研究——基于社会交换理论

视角]. *Journal of Management Engineering*, 1–13. https://www-cnki-net-443.webvpn.las.ac.cn/

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, *52*(3), 2–22. https://doi.org/10.1177/002224298805200302

Zhang, S. (2016). *Research on influencing factors of users' behavior towards food delivery service apps* [餐饮外送服务类 APP 用户使用行为影响因素研究] [Master's thesis, Jilin University]. https://www-cnki-net-443.webvpn.las.ac.cn/

Zhao, D. (2018). Exploring brand exposure and sales conversion in the era of live streaming: A case study of shopping live platforms [網路直播時代的品牌曝光和銷售轉化探究——以購物類直播平臺為例]. *Commercial Economic Research*, *(1)*, 62–64, 79. https://guoyanwang.clcn.net.cn:12443/DRCNet.Mirror.Users.Web/login.aspx?gourl=/DRCNet.Mirror.Documents.Web/DocView.aspx~~docid=5006509^leafid=83

Zhao, P., & Zhang, J. (2015). A study on continuous usage intention of online storage services: From the perspective of user satisfaction and perceived risk [在线存储服务持续使用意愿研究——基于用户满意度和感知风险视角]. *Journal of Information Resources Management*, *5*(2), 70–78. https://www-cnki-net-443.webvpn.las.ac.cn/

Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of Retailing and Consumer Services*, *68*, 103015-. https://doi.org/10.1016/j.jretconser.2022.103015

Zhou, Z., & Jin, G. (2009). A review of social exchange theory [社会交换理论综述]. *China Business Journal (Second Half of the Month)*, (1), 281. https://www-cnki-net-443.webvpn.las.ac.cn/

Appendix

Appendix 1: Disclosure of AI Use

During the preparation of this work, the authors used ChatGPT (OpenAI) to improve readability and language of this thesis, enhance coherence and structure of the content, and assist with the data processing. Specifically, AI-generated explanations were utilized to better understand the differences between reliability and validity indicators, such as Cronbach's alpha, rho_A, rho_C, and AVE, as well as the rationale for their use. Additionally, out of personal academic interest, we used AI tools to explore the advantages and limitations of SmartPLS, two-way ANOVA, and regression methods under different research scenarios, ultimately selecting SmartPLS for this study. No AI tools were used during data collection.

The authors recognize that the use of AI may come with the following risks. First, AI-generated content may misinterpret the context or background information. Second, generative AI often relies on standardized phrasing, which may change the writing style of the authors.

However, to mitigate these risks, the authors carefully reviewed and edited the content as needed and took full responsibility for the content of the thesis. Our insights from using AI tools in the thesis writing is that while AI tool is useful and time-efficient for data processing and helpful for language refinement, especially for non-native English speakers, it also has the risks of introducing factual inaccuracies and overreliance on AI-generated suggestions. Therefore, it is highly important for researchers to cross-check the content and maintain human oversight throughout the research and writing process to ensure accuracy and originality.

Appendix 2: Survey Consent Information

Standard information and consent to participation student's survey

The student's project. As an integral part of the educational program at the Stockholm School of Economics, enrolled students complete an individual thesis. This work is sometimes based upon surveys and interviews connected to the subject. Participation is naturally entirely voluntary, and this text is intended to provide you with necessary information about that may concern your participation in the study or interview. You can at any time withdraw your consent and your data will thereafter be permanently erased.

Confidentiality. Anything you say or state in the survey or to the interviewers will be held strictly confidential and will only be made available to supervisors, tutors and the course management team.

Secured storage of data. All data will be stored and processed safely by the SSE and will be permanently deleted when the project is completed.

No personal data will be published. The thesis written by the students will not contain any information that may identify you as a participant to the survey or interview subject.

Your rights under GDPR. You are welcome to visit https://www.hhs.se/en/about-us/contact/data-protection/ in order to read more and obtain information on your rights related to personal data.

By selecting "I agree to participate in this survey", you confirm that you have read the above information and agree to take part in the survey.

Appendix 3: Measurement Items and Sources

Variable	Code	Measurement items	Source
Purchase Intention	PI1	Given the chance, I intend to use this channel to purchase while watching live shopping.	Sun et al. (2019), Pavlou (2003)
	PI2	Given the chance, I predict that I should use this channel to purchase in the future.	
	PI3	I will consider live shopping as my first shopping choice.	
Perceived Functional Value	PFV1	I interact during live shopping as it can help me buy better items in price or quality.	Park et al. (2012), Fu and Hsu (2023)
	PFV2	I interact during live shopping as it can help me gather information about products.	
	PFV3	I interact during live shopping as it can help me compare shops.	
	PFV4	I interact during live shopping as it can help me get additional value (e.g. gifts or coupons) as much as possible.	
	PFV5	I interact during live shopping as I find it efficient.	
Perceived Emotional Value	PEV1	While engaging in live shopping I am able to forget my problems and to feel relaxed.	Park et al. (2012), Fu and Hsu (2023)
	PEV2	Live shopping interactions excite me, making it feel like a playful experience.	
	PEV3	I enjoy live shopping interactions enough to forget a time out.	
	PEV4	I interact during live shopping just for fun.	
Perceived Risk	PR1	I can't examine the actual product because of the inability to touch and feel the item.	Jarvenpaa et al. (2000), Forsythe et al. (2006)
	PR2	I am concerned that I might waste money on this purchase.	
	PR3	My personal information may not be kept.	

Variable	Code	Measurement items	Source
Monetary Interactions	MI1	The streamer offers product discounts to the viewers.	Gu et al. (2016), Hsieh et al. (2005)
	MI2	The streamer provides coupons to the viewers.	
	MI3	The streamer frequently offers exclusive discounts in the live streaming.	
	MI4	Purchasing through the live stream provides special gifts.	
Non-Monetary Interactions	NIM1	Live shopping allows me to comment on products.	Sun et al. (2019), Joo and Yang, (2023)
	NMI2	Live shopping allows me to discuss product-related opinions with the streamer or other viewers.	
	NMI3	Live shopping allows me to establish interpersonal bonds with streamers or other viewers.	
	NMI4	Live shopping allows me to share shopping experiences with streamers.	
Interaction Intensity	II1	I frequently send live comments and participate in chats.	Gu et al. (2016), Hsieh et al. (2005), Liu et al. (2022)
	II2	I actively participate in lucky wheel, coupon grabs, and similar activities.	
	II3	The streamer quickly responds to viewers' questions.	
	II4	The streamer often recommends products to me.	