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The Study on the Influence of E-commerce Live Streaming on Consumers' Purchase Intentions: Mediation of Product Involvement and Moderation of Time Pressure

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Abstract: With the development of Internet technology, e-commerce live streaming has become an important online consumption model. Based on the ELM model, this paper examines the impact of live streamers' characteristics and product information on consumers' purchase intentions, with product involvement serving as the mediating variable and time pressure as the moderating variable. The study finds that host interactivity, credibility, and product quality all significantly positive ly affect consumers' purchase intention, with product involvement playing a partial mediating role, and time pressure only significantly moderating the relationship between product quality and product involvement. The research results can provide a reference for e-commerce live streaming marketing and rational consumer decision-making.

Keywords: E-commerce Live Streaming; Time Pressure; Product Involvement Degree; Consumer Purchase Intention; Elaboration Likelihood Model.

1. Introduction

In recent years, e-commerce live streaming has emerged as a significant online consumption model. According to the "Statistical Report on the Development of the Internet in China", as of December 2024, the number of live streaming users in China reached 833 million, accounting for 75.2% of the total number of internet users. With the rapid development of live streaming e-commerce, exploring the factors influencing consumers' purchase intention has become a focus of attention for businesses and scholars.

Existing research primarily focuses on factors such as live streamer characteristics, scene atmosphere, and merchant characteristics, yet it lacks sufficient attention to factors like time pressure and its mechanism of action in the context of e-commerce live streaming. Based on this, this paper, set against the backdrop of e-commerce live streaming, explores the influence of streamer characteristics and product information on consumers' purchase intention. Furthermore, it introduces product involvement and time pressure to further analyze their mechanism of action, providing theoretical reference for e-commerce live streaming marketing.

2. Literature Review

2.1. Research on E-commerce Live Streaming

2.1.1. E-commerce Live Streaming

E-commerce live streaming is a new marketing model that integrates product display, real-time interaction, and online transactions. Its core characteristics mainly include two dimensions: streamer characteristics and product information. Streamers influence consumer decision-making through professional explanations, interactive communication, and trust building. Information such as product quality, price, and store evaluation helps reduce information asymmetry and enhance consumer perceived value. Existing research has shown that factors such as streamer professionalism, interactivity, credibility, as well as product quality and store reputation, can all promote consumer purchase intention (Chen Minling et al., 2024; Yang et al., 2024).

2.1.2. Research on Product Information

Product quality and store reputation are crucial sources of consumer perceived value and significant factors influencing purchasing decisions. Existing research suggests that product quality, store credibility, and pre-sales and after-sales services all affect consumers' evaluations of merchants and their willingness to purchase (Chen Minling et al., 2024; Wang Xiayang et al., 2020; Liu Siqiang et al., 2014).

2.1.3. Research on Product Involvement

Product involvement refers to the extent to which consumers pay attention to a product based on their own needs and values. Research indicates that product involvement can influence consumers' information processing methods and purchasing decisions. Highly involved consumers pay more attention to rational information such as product quality, while lowly involved consumers are more susceptible to emotional factors such as the charm of the host and the atmosphere of the live broadcast (Strubel et al., 2016).

2.1.4. Research Related to Time Pressure

Time pressure refers to the subjective sense of urgency that consumers experience under objective time constraints, which can affect their information search and decision-making methods (Svenson, 1987; Zakay, 1993). In e-commerce live streaming, marketing methods such as limited-time promotions and countdowns can easily induce time pressure in consumers, thereby influencing their purchasing behavior (Ordonez and Benson, 2007).

2.1.5. Research on Consumer Purchase Intention

Purchase intention refers to the subjective tendency of consumers to purchase products or services. Existing research has shown that streamer characteristics, product information, and live streaming context all influence consumers' purchase intention, with "person-goods-scene" being a significant

influencing factor in live streaming e-commerce (Dodds, 1991; Han Xiaoyi et al., 2020; Chen Dong et al., 2025). Therefore, this paper introduces product involvement and time pressure to further explore the mechanism by which streamer characteristics and product information affect consumers' purchase intention.

2.2. Theoretical Basis

The Elaboration Likelihood Model (ELM), proposed by Petty et al. (1986), posits that consumers primarily process information through the central route and the peripheral route. The central route focuses on core information such as product quality and functionality, while the peripheral route emphasizes heuristic cues like the host's image and the live streaming atmosphere. In the context of e-commerce live streaming, consumers choose different routes based on their own information processing capabilities and motivations, thereby forming purchase intentions (Xiao et al., 2025). Therefore, the ELM provides a theoretical basis for this paper to analyze the relationship between host characteristics, product information, and consumer purchase intentions.

3. Theoretical Model and Research Hypothesis

3.1. Theoretical Model

Based on previous research on e-commerce live streaming and consumer purchase intention, and combined with the elaboration likelihood model, we have organized the construction ideas for the theoretical model.

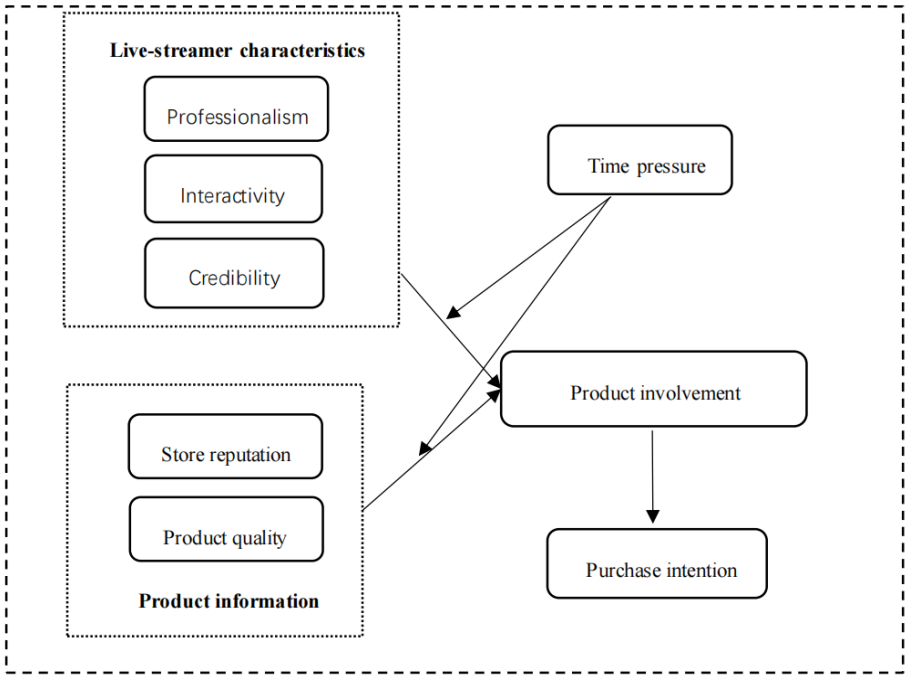


Figure 1. Theoretical Model

3.2. Research Hypothesis

3.2.1. Streamer Characteristics and Consumer Purchase Intention

This article selects professionalism, interactivity, and credibility as indicators of streamer characteristics. Streamer professionalism refers to the professional knowledge and authority that streamers demonstrate during product recommendations (Han Xiaoyi, 2020). Existing research has shown that streamer professionalism can reduce consumer perceived risk and increase consumer trust and willingness to purchase products (Liu Fengjun et al., 2020). Based on this, the following hypothesis is proposed:

H1: The streamer's professionalism significantly affects consumers' willingness to purchase.

Live streamer interactivity refers to the real-time communication between live streamers and consumers (Liu Fengjun et al., 2020). Research indicates that live streamer interactivity can enhance consumers' sense of participation and emotional experience, thereby increasing their willingness to purchase (Zhang Dan et al., 2024). Based on this, the following hypothesis is proposed:

H2: The interactivity of the host significantly affects consumers' purchase intention.

In the context of online marketing, consumers are increasingly emphasizing the reliability of marketing information. Wei Bin et al. (2023) pointed out that reliable information can enhance consumers' trust in brands and products. Chen Zhen et al. (2024) further believed that the higher the credibility of the host, the stronger the consumers' identification and positive emotions towards the product, making them more likely to have purchase intentions. Based on this, the following hypothesis is proposed:

H3: The credibility of the streamer significantly affects consumers' willingness to purchase.

3.2.2. Product Information and Consumer Purchase Intention

Existing research has shown that product quality is an important factor influencing consumers' purchasing decisions. Chen Minling (2024) pointed out that the uneven quality of live-streaming products has made consumers pay more attention to product quality; Liu Hao (2024) believes that high-quality products can enhance consumer trust, thereby promoting purchasing behavior. Based on this, the following hypothesis is proposed:

H4: Product quality significantly affects consumers' willingness to purchase.

This study defines store reputation as consumers' online

evaluations of live streaming room stores. Tie Cuixiang (2015) believes that online reputation refers to the evaluations of products or services posted by consumers through online platforms. Since consumers cannot directly touch live streaming products, store reputation becomes an important basis for them to judge product quality and make purchasing decisions. Based on this, the following hypothesis is proposed:

H5: Store reputation significantly influences consumers' purchase intention.

3.2.3. The Mediating Role of Product Involvement

Product involvement refers to consumers' attention and importance given to live streaming products. Existing research has shown that live streamers can enhance consumers' interest and cognition of products through professional explanations, interactive communication, and product demonstrations; good product quality and store reputation also help to strengthen consumers' value recognition and increase product involvement (Zhang Bei, 2021). Li Yang et al. (2023) further pointed out that the higher the product involvement, the stronger the consumers' willingness to purchase. Therefore, the following hypothesis is proposed:

H6a: Product involvement plays a positive mediating role between the professionalism of the host and consumer purchase intention.

H6b: Product involvement plays a positive mediating role between host interactivity and consumer purchase intention.

H6c: Product involvement plays a positive mediating role between the credibility of the host and consumers' willingness to purchase.

H6d: Product involvement plays a positive mediating role between store reputation and consumer purchase intention.

H6e: Product involvement plays a positive mediating role between product quality and consumer purchase intention.

3.2.4. The Moderating Effect of Time Pressure

Time pressure refers to the sense of urgency that consumers feel when making decisions within a limited time frame. Product involvement reflects the degree of attention consumers pay to a product, while time pressure can shorten decision-making time and affect consumers' information processing and purchasing judgments.

Existing research has shown that time pressure can modulate the influence of product involvement on consumer decision-making. Liu Yun et al. (2025) noted that time pressure and product involvement jointly affect consumer perceived value; Xi Kaiyuan et al. (2019) believed that high time pressure reduces the depth of consumers' information processing, making them rely more on existing cognition for decision-making; Lu Changbao et al. (2013) also believed that time pressure reinforces consumers' existing cognition, reducing decision-making hesitation. Based on this, the following hypothesis is proposed:

H7a: Time pressure positively moderates the relationship between the professionalism of the host and product involvement.

H7b: Time pressure positively moderates the relationship between streamer interactivity and product involvement.

H7c: Time pressure positively moderates the relationship between the credibility of the host and product involvement.

H7d: Time pressure positively moderates the relationship between store reputation and product involvement.

H7e: Time pressure positively moderates the relationship between product quality and product involvement.

4. Research Design

4.1. Questionnaire Design

The questionnaire includes two parts: basic information of the respondents and variable measurement. The variable measurement covers professionalism, interactivity, credibility, product quality, store reputation, time pressure, product involvement, and consumer purchase intention of the streamers, all of which are measured using the Likert five-point scale.

4.2. Variable Measurement

This study combines the context of e-commerce live streaming and designs measurement items for 8 variables based on established scales. The specific content is shown in Table 1.

Table 1. Variable Measurement Items

Variables	Measurement items	References
Live-streamer professionlism	Live-streamers possess a wealth of professional knowledge	Netemeyer (1992) Ohanian (1990)
	Live-streamers are familiar with the products they recommend	
	Live-streamers have extensive experience in product-related fields	
Live-streamer interactivity	Live-streamer can actively reply to my comments or questions	Dianne Cyr (2009)
	The content of live-streamed product promotions really engages me	
	When watching a live stream, I can send comments to express my thoughts	
Live-streamer credibility	The content of the streamer's live stream is realiable	Hong & Black (2012)
	Products recommended by live streamers are generally reliable	
	The live-streamer is reliable and trustworthy	
Product quality	The products in the livestream met my expectations	Zhang Yuanyuan (2015) Lalwani (2016)
	The products featured in the livestream have good performance	
	The product quality in the livestream is generally good.	
Store reputation	The reviews for this store are not false or exaggerated	Chen Minling (2024)
	Most of the reviews for this store are positive	
	This store has a good reputation	
Time pressure	While watching this live stream, I felt like I was running out of time to shop	Inman & McAlister (1994)
	I have limited time to evaluate products	
	Due to time constraints, I need to make a quick purchasing decision	
Product involvement degree	This product is important to me	Zaichowsky (1985)
	I'm willing to take the time to learn more about this product	
	This product is a perfect fit for my needs	
Consumer purchase intention	Interested in purchasing this product during the store's live stream	Fishbein & Ajzen (2018)
	I would consider buying products recommended by live streamers	
	I would recommend this product/store to others	
	I prefer to buy the products I need through e-commerce livestreams	

4.3. Questionnaire Distribution and Collection

The data collection for this study was conducted through online questionnaire surveys using Wenjuanxing. A total of 268 questionnaires were distributed in this study, and 181 valid questionnaires were finally collected, with an effective response rate of 67.54%.

5. Data Analysis

5.1. Descriptive Statistics

This study obtained a total of 181 valid samples, with females accounting for 70.7%. The respondents were mainly concentrated in the 18-30 age group (74.6%), with education levels primarily being college and undergraduate (89.5%). Their monthly disposable income mainly ranged from 1,000 to 2,000 yuan (41.4%). The frequency of live shopping among respondents was mainly 1-2 times per month (47.5%), with monthly consumption mainly concentrated in the range of 100-500 yuan (44.2%). The most common single viewing duration was 10-30 minutes (51.4%), with TikTok being the most commonly used live streaming platform (68%).

5.2. Reliability and Validity Testing

Table 2. KMO and Bartlett's Sphericity Test

KMO		0.871
Bartlett's Sphericity Test	X^2	2026.452
	D*f*	300
	P	0.000

This study conducted internal consistency reliability tests on independent variables, mediating variables, moderating variables, and dependent variables. The results showed that the Cronbach's α coefficients for all variables were greater than 0.6, indicating acceptable reliability. Specifically, the KMO value was 0.871, which is higher than the general standard value of 0.7, indicating strong correlation among variables and suitable for factor analysis. The Bartlett's test of sphericity yielded a significant result (P<0.001), further rejecting the hypothesis that there is no correlation among variables.

This study employs Pearson correlation analysis to examine the collinearity among independent variables and the correlation between each variable. As shown in the table above, the correlation coefficients of the independent variables are all less than 0.7, indicating a certain degree of correlation among the independent variables and the absence of severe multicollinearity issues.

5.3. Main Effect Test

Table 3. Main effect

X	β	t	P	VIF
Professionlism	-0.004	-0.048	0.962	1.920
Interactivity	0.194	2.832	0.005	1.669
Credibility	0.422	5.472	0.000	2.104
Store reputation	0.086	1.149	0.252	1.988
Product quality	0.165	2.417	0.017	1.652
Y: purchase intention				

Based on the table above, it is evident that professionalism (β=-0.004, P=0.962) and store reputation (β=0.086, P=0.252) have insignificant effects on purchase intention, thus hypotheses H1 and H5 are not supported. Interactivity (β=0.194, P=0.005), credibility (β=0.422, P<0.001), and product quality (β=0.165, P=0.017) all significantly and positively affect purchase intention, thus hypotheses H2, H3,

and H4 are supported.

5.4. Moderated Mediation Effect

To explore the mediating role of product involvement and the moderating effect of time pressure, this paper employs SPSS PROCESS macro program Model 7 to conduct a moderated mediation effect test. The results are presented in Tables 4 and 5.

Models 1 to 5 examined the direct impact of independent variables on purchase intention. The results indicated that streamer professionalism (β=0.1502, P<0.05), interactivity (β=0.1812, P<0.01), credibility (β=0.3108, P<0.001), store reputation (β=0.1841, P<0.001), and product quality (β=0.2747, P<0.001) all had a significant positive effect on purchase intention; product involvement significantly and positively influenced purchase intention in all models (P<0.001), indicating that it played a partial mediating role between each independent variable and purchase intention. Hypotheses H6a to H6e were all supported.

Models 6 to 10 further examine the moderating effect of time pressure. The results indicate that the interaction terms of professionalism × time pressure (β=0.1546, P<0.05) and product quality × time pressure (β=0.2809, P<0.01) are significant, suggesting that time pressure can moderate the influence of professionalism and product quality on product involvement. However, the interaction terms of interactivity, credibility, and store reputation with time pressure did not reach a significant level (P>0.05), indicating that their moderating effects are not significant. Model 11 shows that time pressure has a significant positive impact on product involvement (β=0.515, P<0.001), and the model explains 33.34% of the variation in product involvement (R^2=0.3334).

The data show the direct effect, indirect effect, and moderated mediation indices. The results indicate that the direct effects of the five independent variables on purchase intention are all significant, and under the average level of time pressure, the indirect effects on purchase intention through product involvement are also significant (none of the Bootstrap confidence intervals include 0), further verifying the partial mediating role of product involvement.

Table 4. Moderated mediation

	Model 1	Model 2	Model 3	Model 4	Model 5	
Purchase intention (Y)						
B_0	0.6264*** (0.2215)	0.5638** (0.2209)	0.5577** (0.1817)	0.6252*** (0.2096)	0.3162 (0.2241)	
Professionlism	0.1502* (0.0595)	-	-	-	-	
Interactivity	-	0.1812** (0.0605)	-	-	-	
Credibility	-	-	0.3108*** (0.0532)	-	-	
Stre reputation	-	-	-	0.1841*** (0.0613)	-	
Product quality	-	-	-	-	0.2747*** (0.0610)	
Product involvement degree	0.6573*** (0.0553)	0.6440*** (0.0552)	0.5302*** (0.0561)	0.6284*** (0.0579)	0.6175*** (0.0524)	
R^2	0.5654	0.5715	0.6222	0.5716	0.5959	
F	115.8051***	118.6925***	146.5859***	118.7404***	131.2480***	
	Model 6	Model 7	Model 8	Model 9	Model 10	Model (W→M)
Product involvement dregee (M)						
B_0	3.0047*** (1.0869)	2.4257** (0.9753)	1.9645** (0.8348)	2.6105*** (0.9461)	4.4857*** (1.2007)	1.8326*** (0.2000)
Professionlism	-0.2100 (0.2846)					
Interactivity		-0.0447 (0.2566)				
Credibility			0.1113 (0.2379)			
Store reputation				-0.0721 (0.2555)		
Product quality					-0.6226* (0.3176)	
Time pressure						0.515*** (0.054)
Time pressure (W)	-0.1842 (0.3021)	-0.0032 (0.2705)	0.0663 (0.2315)	-0.1385 (0.2680)	-0.6358* (0.3386)	
X*W	0.1546* (0.0771)	0.1046 (0.0686)	0.0832 (0.0637)	0.1365 (0.0700)	0.2809** (0.0880)	
R^2	0.4359	0.4160	0.4982	0.4693	0.4557	0.3334
F	45.5982***	42.0314***	58.5689***	52.1782***	49.4028***	89.290***
*p<0.05, **p<0.01, ***p<0.001						

According to the moderated mediation indices, only the moderated mediation effect of product quality is significant

(β=0.1734, 95% CI=[0.0458, 0.3149]), indicating that time pressure can significantly moderate the indirect effect of product quality on purchase intention through product involvement. However, the confidence intervals of the moderated mediation indices for professionalism, interactivity, credibility, and store reputation all include 0, suggesting that time pressure does not significantly moderate the mediation path of these variables on purchase intention through product involvement.

Data analysis indicates that all hypotheses are supported except H1, H5, H7b, H7c, and H7d.

Table 5. Summary Table of the Effects of Mediating Variables

X	Direct effect	Indirect effect	Interaction effect
Professionlism	0.1502* CI=[0.0329, 0.2675]	0.2278** CI=[0.1371, 0.3312]	0.1016 CI=[-0.0264, 0.2298]
Interactivity	0.1812** CI=[0.0619, 0.3005]	0.2138** CI=[0.1171, 0.3264]	0.0674 CI=[-0.0781, 0.1779]
Credibility	0.3108*** CI=[0.2057, 0.4158]	0.2178** CI=[0.1446, 0.3013]	0.0441 CI=[-0.0303, 0.1196]
Store reputation	0.1841*** CI=[0.0632, 0.3051]	0.2635** CI=[0.1676, 0.3821]	0.0858 CI=[-0.0425, 0.1981]
Product quality	0.2747*** CI=[0.1543, 0.3950]	0.2400** CI=[0.1552, 0.3421]	0.1734* CI=[0.0458, 0.3149]
* Indirect effects and the mean level of time pressure			

6. Discussion

6.1. Discussion of Results

Based on the ELM model, this study analyzes the influence of streamer characteristics and product information on consumers' purchase intention in e-commerce live streaming, with product involvement as the mediating variable and time pressure as the moderating variable. The results indicate that streamer interactivity, credibility, and product quality all significantly positively affect consumers' purchase intention, with streamer credibility having the most significant impact, while the influence of streamer professionalism and store reputation is not significant.

Product involvement partially mediates the relationship between streamer characteristics, product information, and consumer purchase intention, indicating that enhancing consumer attention and recognition of the product can help strengthen purchase intention. Time pressure only exerts a significant positive moderating effect between product quality and product involvement, with consumers relying more on product quality information for decision-making under high time pressure.

6.2. Application Implications

Merchants and live streamers should enhance their interactive skills and credibility, strengthen product quality management, highlight product advantages in situations such as limited-time promotions, and improve consumer value perception. Consumers should view live streaming marketing rationally, focusing on product quality, streamer reputation, and store reviews, and avoid impulsive purchases due to time pressure.

7. Research Limitations and Prospects

The sample of this study primarily focuses on the younger demographic, indicating potential for improved representativeness. Additionally, the measurement dimensions for streamer characteristics and time pressure are limited, and there is no differentiation made between various live streaming platforms, product types, and live streaming modes.

In the future, we can expand the sample scope, enrich the variable dimensions, and conduct comparative studies in combination with different live streaming scenarios. At the same time, we can introduce variables such as perceived value and consumer trust to further improve the mechanism of influence on consumers' purchase intention in e-commerce live streaming.

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