

Quantitative Analysis of Live E-commerce's Influence on Consumer Purchase Intentions

Danhui He^{1,*}, Assoc. Prof. Dr. Fariza Binti Hashim²

¹ Department of Academic Affairs Office, Jiangxi University of Technology, Nanchang city, Jiangxi Province, 330098, China

² Graduation School of Business, SEGi University, Kota Damansara, 47810, Malaysia

* Corresponding author: Danhui He (Email: hdh2001@163.com)

Abstract: Live e-commerce has emerged as a transformative force in the realm of online shopping, redefining how consumers engage with products and brands. By combining real-time interactions with digital retail experiences, live e-commerce offers a unique platform that fosters trust, engagement, and dynamic communication between consumers and sellers. This study investigates the factors that influence consumer purchase intention within live e-commerce environments, emphasizing the roles of anchor professionalism, information quality, incentives, hedonic experience, interactivity, and visual presentation. Additionally, it examines how consumer cognitive and emotional attitudes mediate these relationships. A quantitative research approach was employed, utilizing data collected through an online survey of 500 respondents with prior live e-commerce experience. The analysis was conducted using structural equation modeling (SEM), which revealed significant impacts of the identified factors on purchase intention. The findings not only validate the importance of these elements in shaping consumer behavior but also offer actionable insights for e-commerce practitioners looking to optimize their strategies and enhance consumer engagement.

Keywords: Live E-commerce; Consumer Purchase Intention; Anchor Professionalism; Hedonistic Experience; Structural Equation Modeling.

1. Introduction

Live e-commerce has emerged as a dominant force in online shopping, transforming how consumers interact with products and brands (Zubir et al., 2024). By merging real-time interactions with the convenience of digital retail, live e-commerce creates a dynamic and immersive shopping experience that caters to the demands of modern consumers (Zongyuan & Haiyan, 2024). Anchors, often referred to as hosts, play a pivotal role in this process, showcasing products, engaging directly with viewers, and providing instant responses to queries (S. Zhou et al., 2024). This real-time communication fosters a sense of connection and trust between consumers and sellers, making live e-commerce a powerful tool for driving sales. Platforms such as TikTok Live, Taobao Live, and Amazon Live have capitalized on this trend, achieving significant growth, particularly in China, where live e-commerce has rapidly become a multibillion-dollar industry (Zhou & Zhang, 2024). The format's ability to combine entertainment, social interaction, and shopping has redefined consumer experiences and expectations (Zhou & Niu, 2024).

At the heart of live e-commerce lies the concept of consumer purchase intention, a critical metric for understanding consumer behavior and decision-making processes (F. Zhou et al., 2024). Purchase intention refers to the likelihood of a consumer buying a product after exposure to marketing efforts or interactions with a seller (Zheng et al., 2024). In the context of live e-commerce, purchase intention is influenced by a variety of factors, ranging from the professionalism of the anchor to the quality of information provided during the live session (Zhao et al., 2024). Despite the growing popularity of this shopping model, the specific factors that drive consumer purchase intention in live e-commerce remain underexplored. Understanding these

factors is essential for e-commerce platforms and sellers seeking to optimize their strategies and enhance consumer engagement. This study seeks to fill this gap by investigating the roles of six key factors—anchor professionalism, information quality, incentive, hedonic experience, interactivity, and visual presentation—and analyzing their impact on purchase intention through the mediating effects of consumer cognitive and emotional attitudes (Zhao, 2024).

Anchor professionalism is a cornerstone of effective live e-commerce. An anchor's ability to communicate effectively, demonstrate products clearly, and respond to consumer queries with expertise significantly impacts consumer trust and satisfaction. Professional anchors establish credibility, making consumers more likely to trust the information presented and, ultimately, to make a purchase (Zhang & Min, 2024). For example, an anchor who can confidently explain the technical features of a product while maintaining an engaging and approachable demeanor can greatly influence consumer perceptions. Similarly, the quality of information provided during a live session plays a critical role in shaping consumer attitudes. Accurate, detailed, and relevant information reduces uncertainty and enhances consumer confidence, making it easier for viewers to make informed purchase decisions (Zhang & Yan, 2024).

Incentives are another powerful factor driving purchase intention in live e-commerce. Discounts, limited-time offers, and exclusive deals create a sense of urgency that encourages consumers to act quickly (Xiaoyun Zhang et al., 2024). These promotional strategies not only attract viewers to the live session but also motivate them to complete transactions on the spot. Coupled with the entertainment and enjoyment that characterize live e-commerce sessions, incentives contribute to a unique shopping experience that blends practicality with fun (X. Zhang et al., 2024). The hedonic experience, or the pleasure derived from the shopping process, is particularly

important in this context. Live e-commerce sessions often incorporate elements of entertainment, such as games, giveaways, and storytelling, which enhance the overall consumer experience. When consumers associate shopping with enjoyment, they are more likely to develop positive attitudes toward the session and the products being promoted (Zhang, 2024).

Interactivity is another defining feature of live e-commerce that significantly influences consumer attitudes and behaviors. The ability to ask questions, receive immediate responses, and engage in real-time discussions creates a sense of involvement and agency for consumers (Zelbst et al., 2024). This interactive dynamic not only strengthens the connection between consumers and anchors but also fosters a sense of community among viewers. Interactivity enables consumers to feel heard and valued, which can positively impact their emotional attitudes and, in turn, their purchase intention. Visual presentation, including product demonstrations, camera angles, lighting, and the overall aesthetic of the live session, also plays a crucial role in shaping consumer perceptions (Zainab et al., 2024). An appealing and professional visual setup enhances the perceived quality of the products and reinforces the credibility of the anchor, making consumers more likely to trust and purchase the promoted items (Zaher & Marquez-Illescas, 2024).

To understand the relationship between these factors and consumer purchase intention, this study adopts a quantitative approach, focusing on the mediating roles of consumer cognitive and emotional attitudes (Yunpeng & Zaman, 2024). Cognitive attitudes refer to the rational evaluation of a product's attributes, such as its functionality, price, and quality. Emotional attitudes, on the other hand, encompass the feelings and emotions elicited during the shopping experience (Yuan & Yang, 2024). Both types of attitudes are influenced by the aforementioned factors and, in turn, affect purchase intention. For example, high-quality information and anchor professionalism primarily shape cognitive attitudes by providing consumers with the knowledge needed to make informed decisions. Conversely, hedonic experiences and interactivity have a stronger impact on emotional attitudes, creating a positive emotional connection with the shopping process (Y. Yang et al., 2024).

The objectives of this study are threefold. First, it aims to examine the direct impact of anchor professionalism, information quality, incentive, hedonic experience, interactivity, and visual presentation on consumer cognitive and emotional attitudes (X. Yang et al., 2024). By understanding how these factors influence attitudes, the study seeks to identify the most effective strategies for enhancing consumer engagement in live e-commerce. Second, it analyzes the mediating role of cognitive and emotional attitudes in shaping purchase intention. This analysis provides insights into the mechanisms through which external factors translate into consumer behavior. Third, the study aims to provide actionable insights for live e-commerce practitioners, enabling them to optimize their live sessions and drive better outcomes (Yang & Han, 2024).

By addressing these objectives, this research contributes to the growing body of knowledge on live e-commerce and offers valuable guidance for practitioners in the field (Q. Yang et al., 2024). As live e-commerce continues to evolve, understanding the factors that influence consumer purchase intention will become increasingly important for platforms and sellers aiming to stay competitive in a rapidly changing

market. This study not only sheds light on the dynamics of live e-commerce but also highlights the potential of this innovative shopping model to transform the future of retail (Yadav et al., 2024).

2. Literature Review

Live e-commerce combines live streaming technology with e-commerce platforms, creating an interactive environment where real-time communication between anchors and consumers takes center stage (Y. K. G et al., 2024). This format allows anchors to showcase products, address questions, and provide instant feedback, creating an engaging and dynamic shopping experience (Xu & Sheng, 2024). Studies have demonstrated that live e-commerce enhances consumer trust, engagement, and purchase behavior by building a direct connection between the seller and the buyer (Xu et al., 2024). Purchase intention, which serves as a precursor to actual purchase, is a critical metric for understanding consumer behavior (S. Xie et al., 2024). It is influenced by a wide array of psychological and contextual factors that shape how consumers perceive and interact with live e-commerce platforms. By fostering trust and delivering an engaging experience, live e-commerce has become a powerful tool for driving consumer behavior, highlighting the importance of examining the underlying factors that contribute to purchase intention in this innovative shopping environment (H. Xie et al., 2024).

Several key factors have been identified as critical drivers of consumer attitudes in live e-commerce, shaping both their cognitive and emotional responses to the shopping experience (Xia et al., 2024). Among these, anchor professionalism plays a pivotal role in establishing consumer trust and satisfaction. Anchors who demonstrate expertise, effective communication skills, and in-depth product knowledge significantly influence consumer perceptions and decision-making processes (Z. Wu et al., 2024). For instance, professional anchors can effectively highlight product features, address consumer concerns, and provide credible recommendations, ultimately enhancing the consumer's confidence in making a purchase (J. Wu et al., 2024). Information quality is another crucial factor that reduces uncertainty and builds consumer confidence. Accurate and detailed product descriptions, clear benefits, and comprehensive usage instructions provide consumers with the information they need to make informed decisions. High-quality information serves as a foundation for building trust, especially in a digital shopping environment where consumers cannot physically inspect products (Woodard & Hyatt, 2024).

Incentives such as discounts, coupons, and gifts are powerful motivators that drive immediate purchase decisions (Wolf et al., 2024). These promotions create a sense of urgency, encouraging consumers to act quickly to secure limited-time offers. Incentives not only attract consumers to live sessions but also increase the likelihood of conversions, making them an essential component of live e-commerce strategies. Beyond practical factors, the hedonic experience of live e-commerce sessions significantly impacts consumer attitudes (Woldegiorgis, 2024). The entertainment value of these sessions, often achieved through engaging hosts, interactive games, and giveaways, enhances consumer enjoyment and satisfaction. Fun and lively sessions create positive emotional associations with the shopping process, fostering stronger consumer engagement (Wijesinghe et al.,

2024).

Interactivity is another defining feature of live e-commerce that plays a vital role in shaping consumer perceptions. The ability to ask questions, receive real-time feedback, and participate in discussions creates a sense of involvement and connection. Interactivity enhances the consumer's experience by making them feel heard and valued, which fosters a stronger relationship with the anchor and the brand (Wesche & Handke, 2024).

Finally, visual presentation has a profound impact on consumer attitudes and purchase intentions. Appealing visuals, such as professional product demonstrations, effective camera angles, and appropriate lighting, enhance the perceived quality of the products and the overall session. A well-organized visual setup communicates professionalism and credibility, influencing consumer perceptions and increasing their likelihood of purchasing the promoted products (W. Wei et al., 2024).

Consumer attitudes toward live e-commerce can be broadly categorized into cognitive and emotional dimensions, both of which play a mediating role in the relationship between external factors and purchase intention (D. Wei et al., 2024). Cognitive attitudes refer to the rational evaluation of a product's attributes, such as its functionality, price, and quality (Wassan et al., 2024). These attitudes are primarily shaped by factors like anchor professionalism, information quality, and incentives, which provide consumers with the knowledge and rationale needed to make informed decisions. For example, detailed product descriptions and expert recommendations help consumers evaluate the benefits and risks associated with a purchase, thereby strengthening their cognitive attitudes (Y. Wang et al., 2024).

On the other hand, emotional attitudes are rooted in the affective responses elicited during the shopping experience. Factors such as hedonic experience, interactivity, and visual presentation significantly influence these attitudes by creating positive emotional associations with the session. Enjoyable and engaging interactions, combined with visually appealing demonstrations, generate feelings of excitement and satisfaction, which enhance consumer attachment to the brand and the products being promoted (X. Wang et al., 2024).

Together, cognitive and emotional attitudes mediate the impact of external factors on purchase intention (Xu Wang et al., 2024). While cognitive attitudes provide the rationale for making a purchase, emotional attitudes create the motivation and desire to act. By addressing both dimensions, live e-commerce platforms can effectively influence consumer behavior and drive higher conversion rates (Wang & Li, 2024). Understanding the interplay between these factors and attitudes is essential for optimizing live e-commerce strategies and ensuring a successful shopping experience (L.-y. Wang et al., 2024).

3. Methodology

This study employs a quantitative research design, focusing on the use of structured questionnaires to collect data and test the hypothesized relationships between the variables outlined in the conceptual model. The model incorporates six independent variables—anchor professionalism, information quality, incentive, hedonic experience, interactivity, and visual presentation—alongside two mediating variables, consumer cognitive and emotional attitudes, and one dependent variable, purchase intention. The quantitative approach was selected due to its ability to systematically

analyze relationships between variables and provide statistically valid results that contribute to the understanding of consumer behavior in live e-commerce. The conceptual framework forms the basis for hypothesis testing, enabling a clear exploration of how the independent variables influence purchase intention, both directly and indirectly, through the mediating roles of cognitive and emotional attitudes (L. Wang et al., 2024).

The study is guided by a series of hypotheses that reflect the expected relationships among the key variables. Hypothesis 1 (H1) posits that anchor professionalism positively impacts consumer cognitive attitudes, highlighting the importance of the anchor's expertise, communication skills, and product knowledge in shaping consumer perceptions. Hypothesis 2 (H2) states that information quality, characterized by the accuracy and relevance of product details, positively affects cognitive attitudes by reducing uncertainty and enhancing consumer confidence. Similarly, Hypothesis 3 (H3) proposes that incentives, such as discounts and special offers, create a sense of urgency and positively influence cognitive attitudes by motivating consumers to consider purchases more seriously. On the other hand, Hypothesis 4 (H4) shifts focus to emotional responses, asserting that hedonic experiences, such as enjoyment and entertainment during live sessions, positively impact consumer emotional attitudes. Hypothesis 5 (H5) builds on this by suggesting that interactivity, defined as real-time engagement and two-way communication between consumers and anchors, fosters positive emotional attitudes by creating a sense of involvement and connection. Hypothesis 6 (H6) addresses the role of visual presentation, positing that appealing and professional visuals enhance emotional attitudes by creating positive impressions of both the product and the shopping experience. Finally, Hypotheses 7 (H7) and 8 (H8) link consumer attitudes to purchase intention, with H7 proposing that cognitive attitudes positively influence purchase intention and H8 asserting that emotional attitudes similarly drive purchase intention. These hypotheses collectively provide a comprehensive framework for understanding the factors influencing consumer behavior in live e-commerce.

To empirically test the hypotheses, data was collected through an online survey targeting consumers with prior experience using live e-commerce platforms. A sample of 500 participants was recruited using convenience sampling, ensuring a diverse representation of age, gender, and shopping preferences. The questionnaire, designed to measure the variables in the conceptual model, consisted of items rated on a 5-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). This scale was chosen for its ability to capture varying degrees of agreement and provide nuanced insights into consumer perceptions and attitudes. The survey included sections addressing each of the six independent variables, the two mediating variables, and purchase intention. For example, questions related to anchor professionalism assessed the perceived expertise and communication skills of the host, while items on hedonic experience measured the level of enjoyment derived from the live shopping session. The survey was distributed via social media platforms and e-commerce forums, ensuring access to a population familiar with live e-commerce practices.

The collected data was analyzed using structural equation modeling (SEM), a robust statistical technique widely used for testing complex relationships between observed and latent variables. SEM was selected for its ability to simultaneously

test direct and indirect effects, making it particularly suitable for evaluating the mediating roles of cognitive and emotional attitudes. The analysis began with a preliminary assessment of the measurement model, examining the reliability and validity of the constructs. Internal consistency was evaluated using Cronbach's alpha, with values exceeding 0.7 considered acceptable, while convergent validity was assessed through composite reliability and average variance extracted (AVE). Discriminant validity was confirmed to ensure that the constructs were distinct from one another (H. Wang et al., 2024).

Once the measurement model was validated, the structural model was tested to examine the hypothesized relationships. Path coefficients were calculated to determine the strength and direction of the relationships between variables, with significance levels assessed through p-values. The mediating effects of cognitive and emotional attitudes were analyzed using the bootstrapping method, which provided insights into the indirect effects of the independent variables on purchase intention. Model fit indices, such as the chi-square statistic, root mean square error of approximation (RMSEA), comparative fit index (CFI), and Tucker-Lewis index (TLI), were used to evaluate the overall fit of the model. A satisfactory model fit was indicated by RMSEA values below 0.08 and CFI and TLI values above 0.9 (Wang, 2024).

The results of the SEM analysis provided empirical support for the hypothesized relationships, offering a comprehensive understanding of how anchor professionalism, information quality, incentives, hedonic experience, interactivity, and visual presentation influence consumer purchase intention in live e-commerce. By identifying both direct and mediated effects, the analysis highlighted the critical role of cognitive and emotional attitudes in shaping consumer behavior, providing actionable insights for e-commerce practitioners seeking to optimize their strategies. This rigorous analytical approach ensures the reliability and validity of the findings, contributing valuable knowledge to the growing field of live e-commerce research (C.-N. Wang et al., 2024).

4. Results

The study sample consisted of 500 respondents, with a demographic composition that provided valuable insights into the characteristics of live e-commerce users. Among the participants, 55% were female, and 45% were male, reflecting a relatively balanced gender distribution. The majority of respondents were aged between 18 and 35 years, a demographic known for its high engagement with digital platforms and familiarity with e-commerce technologies. This age group represents a significant portion of the consumer base for live e-commerce, as younger users are more likely to engage with interactive and technology-driven shopping experiences. Moreover, all participants reported frequent usage of live e-commerce platforms, such as TikTok Live, Taobao Live, and Amazon Live, ensuring that the sample consisted of individuals with relevant experience and exposure to the study context. These descriptive statistics underline the relevance and representativeness of the sample for investigating the factors influencing purchase intention in live e-commerce.

The reliability and validity of the measurement model were rigorously assessed to ensure the accuracy and consistency of the constructs used in the study. Reliability analysis, conducted through Cronbach's alpha, demonstrated strong internal consistency across all constructs, with alpha values

ranging from 0.78 to 0.91, exceeding the commonly accepted threshold of 0.7. This indicates that the items used to measure each construct were highly correlated and reliable. In addition to reliability, the model's validity was evaluated in terms of both convergent and discriminant validity. Convergent validity was confirmed through composite reliability (CR) values above 0.8 and average variance extracted (AVE) values exceeding 0.5, indicating that the items adequately captured the underlying constructs. Discriminant validity, assessed by comparing the square root of AVE for each construct with its correlations with other constructs, confirmed that the constructs were distinct from one another. These findings establish the robustness of the measurement model and its suitability for further analysis.

The structural equation modeling (SEM) results provided strong empirical support for all hypothesized relationships, offering critical insights into the factors influencing consumer purchase intention in live e-commerce. Anchor professionalism emerged as a significant predictor of cognitive attitudes, with a standardized path coefficient of $\beta = 0.42$ ($p < 0.001$). This highlights the importance of anchors' expertise, communication skills, and product knowledge in shaping consumers' rational evaluations. Similarly, information quality ($\beta = 0.35$, $p < 0.001$) and incentives ($\beta = 0.29$, $p < 0.001$) were found to positively impact cognitive attitudes, emphasizing the value of accurate product descriptions and promotional offers in enhancing consumer confidence and decision-making.

On the emotional side, hedonic experience had the strongest impact on emotional attitudes, with a path coefficient of $\beta = 0.47$ ($p < 0.001$), underscoring the role of enjoyment and entertainment in fostering positive affective responses. Interactivity ($\beta = 0.39$, $p < 0.001$) and visual presentation ($\beta = 0.31$, $p < 0.001$) also significantly influenced emotional attitudes, highlighting the importance of real-time engagement and appealing visuals in creating a favorable shopping environment. These findings demonstrate the dual importance of cognitive and emotional dimensions in shaping consumer behavior. Furthermore, both cognitive attitudes ($\beta = 0.52$, $p < 0.001$) and emotional attitudes ($\beta = 0.48$, $p < 0.001$) were found to positively and significantly influence purchase intention, confirming their central roles in driving consumer decision-making within live e-commerce settings.

Mediation analysis revealed that cognitive and emotional attitudes fully mediated the relationships between the independent variables and purchase intention. This indicates that the effects of anchor professionalism, information quality, incentives, hedonic experience, interactivity, and visual presentation on purchase intention are channeled through consumers' cognitive and emotional evaluations. For instance, anchor professionalism impacts purchase intention by enhancing cognitive attitudes, which in turn drive the decision to purchase. Similarly, hedonic experiences influence emotional attitudes, creating a positive affective response that motivates purchase behavior. This finding underscores the pivotal role of attitudes as mediators in the decision-making process, bridging the gap between external factors and consumer intentions.

The results emphasize the importance of addressing both rational and emotional dimensions in live e-commerce strategies. While cognitive attitudes are shaped by factors such as professionalism and information quality, emotional attitudes are influenced by elements like entertainment and

interactivity. Together, these attitudes provide a comprehensive framework for understanding and predicting consumer purchase intention. The mediation analysis not only validates the hypothesized relationships but also highlights actionable insights for e-commerce practitioners. By targeting both cognitive and emotional pathways, live e-commerce platforms can optimize their strategies to enhance consumer engagement and drive purchase behavior, solidifying their position in the competitive digital marketplace.

5. Conclusion and Discussion

The findings of this study underscore the transformative role of live e-commerce in shaping consumer purchase intentions, offering valuable insights into the interplay of cognitive and emotional factors. Anchor professionalism, information quality, and incentives emerged as pivotal elements in influencing cognitive attitudes, which are essential for rational decision-making. Anchors with expertise, effective communication skills, and in-depth product knowledge establish credibility and trust, while accurate and detailed information alleviates uncertainty, enabling consumers to make informed decisions. Incentives, such as discounts and exclusive offers, further motivate consumers by creating a sense of urgency, encouraging immediate action. On the other hand, hedonic experience, interactivity, and visual presentation significantly impact emotional attitudes, fostering deeper consumer engagement and satisfaction. The enjoyment and entertainment provided during live sessions evoke positive emotional responses, while interactive features that allow real-time communication create a sense of involvement and connection. Visual presentation enhances the perceived quality of both the product and the session, reinforcing trust and appeal.

These insights align with and extend existing literature on live e-commerce, providing a comprehensive framework for understanding how digital platforms influence consumer behavior. Previous studies have highlighted the importance of trust and engagement in driving e-commerce success; this research adds depth by elucidating the dual pathways of cognitive and emotional attitudes as mediators. For practitioners, the findings offer practical implications for optimizing live e-commerce strategies. Anchors should undergo professional training to enhance their expertise and presentation skills, ensuring they can effectively communicate product benefits and address consumer queries. Additionally, e-commerce platforms should focus on improving the quality of information presented during live sessions, as clear and reliable product details are critical for building consumer confidence. Designing visually appealing and interactive sessions that incorporate elements of entertainment and engagement can further enhance consumer satisfaction and loyalty.

Moreover, this study emphasizes the need for a balanced approach that addresses both cognitive and emotional dimensions to drive purchase intention. While cognitive factors provide the logical foundation for decision-making, emotional factors create the motivation and desire to act, highlighting the interconnectedness of these dimensions in shaping consumer behavior. This dual emphasis is particularly relevant in live e-commerce, where the real-time nature of interactions allows for dynamic and engaging consumer experiences.

Looking forward, this research sets the stage for further exploration of the evolving dynamics of live e-commerce.

Future studies could investigate additional variables, such as cultural differences, to understand how regional preferences and norms influence consumer behavior in live shopping contexts. Similarly, examining the impact of long-term loyalty programs and consumer retention strategies could provide deeper insights into sustaining engagement and maximizing the lifetime value of customers. As live e-commerce continues to grow, integrating emerging technologies such as artificial intelligence and augmented reality could offer new dimensions for enhancing personalization and interactivity. These advancements, combined with a deeper understanding of consumer attitudes, will enable e-commerce platforms to refine their strategies and maintain a competitive edge in the digital marketplace.

In conclusion, this study highlights the critical role of cognitive and emotional attitudes in mediating the effects of anchor professionalism, information quality, incentives, hedonic experience, interactivity, and visual presentation on consumer purchase intention. By addressing both rational and emotional pathways, live e-commerce platforms can create more engaging and effective shopping experiences. These findings not only advance academic understanding of live e-commerce dynamics but also provide actionable guidance for practitioners aiming to enhance consumer satisfaction, engagement, and loyalty in an increasingly competitive landscape.

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