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Tiesioginio transliuotojo charakteristikų, vaizdo transliacijos turinio įtikinamumo ir pasitikėjimo tiesioginiu transliuotoju įtaka vartotojų ketinimui pirkti	The Impact of Live Streamer's Characteristics, Perceived Persuasiveness of Video Streaming Content and trust with live streamer on Consumer Purchase Intention
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INTRODUCTION

Live streaming is an internet based real-time interaction multimedia for consumers to engage with the sellers directly (Bruce et al., 2018). It is a growing medium with the global live streaming market projected to grow to up to \$ 196.5 billion by 2029 (Statista). This shows the immense potential of live streaming from the business side, but also the academic and research need for these new business applications in the fast-changing landscape of social commerce. Understanding the relationship between the live streamers' characteristics, live streaming message persuasiveness, and how they impact the consumers' purchasing intentions is important both practically and theoretically. This topic will add to the evolving and recent amount of focus and research in the live streaming realm, as incorporates the use of the Stimuli-Organism-Response (SOR) model, to clarify the connection between these variables (Kim, 2023, Zhao et al., 2021). This dive in the topic will focus on the involvement of the emotional responses to the live streaming content and how it can affect purchasing behaviour (Grassauer and Auinger, 2024; Zhang et al., 2023). From a practical point of view, companies are increasing incorporating live streaming into their marketing strategy, and understanding the interconnectedness of these variables will enhance business strategies and boost sales (Bruce et al., 2018).

Other last few years, some studies have started focusing on the variables of live streamer's characteristics and live streaming message persuasiveness and their link to consumer trust, consumer emotional reaction, and consumer purchase intentions. Some studies that focused on the live streamer's characteristics indicated that the attractiveness, expertise and interactivity of the live streamer impacts consumer behavior (Zhao et al., 2021; Pollack et al., 2020). There has been this focus in studying different live streamers' characteristics because of the potential impact they could have on consumer engagement which leads to an increase in consumers' purchase intentions (Kim, 2023; Meng and Lin, 2023). There are also studies that focus on perceived persuasiveness of streaming content because it can impact the consumer engagement and consumer trust (Wang et al., 2022; Thi et al., 2023). The importance of studying the perceives persuasiveness in this context is because the interactive nature of live streaming creates an interactive and persuasive environment for consumers (Chen et al., 2024). Trust on the other hand is crucial in this dynamic, especially that some studies link it to some live streamers' characteristics such as credibility and sincerity and the consumers' purchasing behavior (Xiong and Li, 2024; Liu and Sun, 2023). Lastly,

building stronger connections with the viewers can impact their purchasing intentions, which is why live streamers should be able to cause consumers' emotional responses through the live streaming experience and their characteristics (Berryman and Kavka, 2017; Lawrence and Meivitanli, 2023).

Although there have been multiple studies and research about live streaming and social commerce, there is still a gap in understanding the way some attributes of live streaming and characteristics of live streamers impact perceived consumer trust, engagement and perceived persuasiveness. There are researchers, like Grassauer and Auinger (2024) and Zhang et al. (2023), that focused on the impact of these variables on the consumers' purchasing intentions. However, they do not investigate the emotional reactions caused by the persuasive live streaming messages (Grassauer and Auinger, 2024; Zhang et al., 2023). Other than that, even when some studies prove that some variables, such as both positive and negative product information in live streaming, impact consumer trust, the way these variables affect the consumer' purchasing behavior is still unclear (Jia, 2024). In addition, most of the existing studies have focused on the impact of general live streaming attributes but did not focus on the emotional responses to live streaming content and how that could affect the consumers' purchase intentions (Zhang et al., 2023; Grassauer and Auinger, 2024; Chen et al., 2024)

Based on the studies of researchers, such as Zhang et al. (2023), Grassauer and Auinger (2024), Chen et al. (2024), Jia (2024) and others, **The problem of the paper** can be set as a question: To what extent do a live streamer's individual characteristics, the perceived persuasiveness of their video content, and the level of consumer trust in the streamer collectively influence a consumer's intention to purchase within the context of live streaming social commerce?

The aim of the paper is to investigate the impact of characteristics of live streamers, such as attractiveness, interactivity, expertise and popularity, on consumer trust and engagement and the effects do these factors have on purchasing intentions within the context of live streaming social commerce.

The paper consists of different parts starting with a thorough theoretical analysis covering different aspects of the research from the Lense of previously done research in order to accumulate important findings and conclusions from previous studies. After that, the second part of the paper

will focus on the research methodology with a focus on the research model and the different hypotheses to be analyzed in this research. The third part of the paper will be the results of the empirical research which will include the analysis of the research hypotheses, the demographic characteristics of the respondents, and the reliability of scales used in this study. Finally, the last part of the paper will conclude with the key findings of the research and recommendations for future research in the live streaming and social commerce field. In addition, several artificial intelligence tools were used to organize the structure of the ideas in this paper. ChatGPT and Grammarly were used in all parts of the paper to correct spelling and grammatical mistakes as well as assist in the structuring and order of the logical arguments presented in the research.

The objectives of this research are:

- 1) To analyze the live streaming characteristics and their impact on consumer trust and consumer purchasing intentions
- 2) To examine the live streaming persuasive persuasiveness and its impact on consumer behavior
- 3) To investigate the emotional responses of live streaming content and how they relate to the consumer purchasing intentions.
- 4) To investigate the roles of consumer trust and consumer engagement between perceived persuasiveness and the consumers' purchasing intentions
- 5) To explore the use of the SOR model in understanding the impact of the live streamer's characteristics and persuasive persuasiveness on the consumers' emotional reaction and purchasing intentions.
- 6) To collect and analyze the available findings to understand the impact of live streamers' characteristics and the persuasive live streaming messages on consumer trust, consumer engagement, and the consumers' purchasing intentions.

1. THE IMPACT OF LIVE STREAMER'S CHARACTERISTICS, THE PERCEIVED PERSUASIVENESS OF VIDEO STREAMING CONTENT AND TRUST WITH LIVE STREAMER ON CONSUMER PURCHASE INTENTION THEORETICAL ASPECT

1.1 Types of Live Streaming

There are many different types of live streaming with new ones being created daily. According to Eric Mao, some of the most popular types of live streaming are the following: E-commerce shopping, Beauty influencers, video games, food, education, and sports and fitness. (2022).

E-commerce shopping is when celebrities or influencers review brands and offer an affiliate link to their viewers for a discount (Mao, 2022). According to Wang et al., e-commerce shopping in live streaming facilitates the exchange of information between the sellers and the consumers (2022). With this live medium of communication, sellers can interact with consumers and understand their needs better and offer them better customer service (Wang et al., 2022). This result shows that consumers are not the only ones benefiting from the live streaming experience, but it also gives an opportunity for sellers to better understand their consumer needs which will lead to long term connection building and more sales. According to a study about the rise of e-commerce shopping in live streaming, consumer purchase intention in live streaming e-commerce shopping is positively impacted by better entertainment, higher quality information, high interactivity, and a higher streamer attractiveness and expertise (Thi et al., 2023). These findings highlight the opportunity that sellers have to create a better and engaging shopping experience through live streaming e-commerce.

Beauty influencers are individuals that share tips and advice on how to develop a good-looking appearance using styling products and fashion (Mao, 2022). Beauty influencers live streamers are renowned for bringing high levels of engagement and purchasing behavior. In this type of content, the streamers' attractiveness, trustworthiness and expertise are what matter the most to consumers and what drives them to have higher intentions to purchase (Lawrence and Meivitanli, 2023). In this context, the live streamers' characteristics matter more than the information they share for consumers as they perceive the attractiveness of the streamer as a result of using the product they are advertising or reviewing (Lawrence and Meivitanli, 2023). Beauty

live streamers also gain their viewers trust through intimacy. According to Berryman and Kavka, many beauty influencers' success comes from intimate access through their lifestyles which builds trust and engagement and leads to higher consumer purchase intentions (2017). Ultimately, the beauty oriented live streaming content success is mainly dependent on the streamers' attractiveness, expertise and openness. This proved to drive consumer engagement and purchasing intentions in live streaming e-commerce (Lawrence and Meivitanli, 2023; Berryman and Kavka, 2017).

Video games are usually Esports competitions or game walkthroughs where the live streamers take their viewers through the whole gameplay journey (Mao, 2022). In a study about live streaming content types and video games genres, Sjöblom et al categorized video game live streaming into different genres, such as competitive and speedruns. They reached the conclusion that the type of the streamed content was more important than the genre of the game being played on stream (Sjöblom et al., 2017). This result has an impact on how content in live streaming is perceived, since it shows that the archetype of content, in this case the live streaming genre, is more important than the type of live streaming content because it has more structure. In a different study, the reason video games live streaming content has been studied from a viewer's perspective (Sjöblom and Hamari, 2017). Information seeking and tension to release were found to be the two main reasons why viewers watch this type of content for hours on end (Sjöblom and Hamari, 2017). These findings highlight the need for live streamers to choose their content structure more strategically while keeping in mind the reasons why viewers choose to watch them.

Food related content is usually a mukbang where the live streamers will have a huge amount of different foods and would challenge themselves to eat everything on the table (Mao, 2022). According to a study by Lee and Wan, the absence of autonomous sensory meridian response (ASMR) engages the viewers and increases their perceived value of the stream and their engagement with the streamer (2023). They also reached the conclusion that a parasocial and credible streamer builds more trust with their viewers and increases their engagement and purchase intentions (Lee and Wan, 2023). Ultimately, strategically utilizing parasocial intimacy and credibility influences viewers' engagement and increases their purchase intention in food related live streaming content that focuses on food reviews and interactions with the viewers. While this last study focuses on the streamer characteristics in food related content in live streaming, there are other studies that focused on the live streaming content quality and its impact on purchase

intentions. According to Chen et al., the audiovisual experience of the stream and its quality leads to an increase in consumers' purchase intentions (2024). In conclusion, live streamer characteristics along with the high quality of the audiovisual experience of the live stream drives consumers' engagement and increases intention to purchase food related products.

Education in live streaming is knowledge sharing in the form of training courses or podcasts (Mao, 2022). Some studies focused on uncovering the reasons why viewers watch and engage with educational content in live streaming platforms (Chen et al., 2020). They reached the conclusion that the viewers' ability to communicate directly with the streamer and ask directed questions in a live platform made it easier for them to understand and get the informational content they are looking for (Chen et al., 2020). Other researchers studied educational live streams from an artistic, interactive, and cultural point of view (Fraser et al., 2019; Samat et al., 2019; Zhicong et al., 2019). Different from entertainment focus streaming, education oriented live streamers find it harder to maintain viewer engagement when they are doing more instructional activities rather than more dynamic and creative activities (Fraser et al., 2019; Samat et al., 2019; Zhicong et al., 2019). In conclusion, educational content that prioritizes giving instruction in a class format in live streaming risks losing the viewers engagement as opposed to more dynamic and performative content that utilizes live streaming interactive nature.

Sports and fitness are usually coaching sessions where the streamer share workout and diet tips, does live workouts with their viewers, or reacts to sports events (Mao, 2022). More coaches are starting to offer group coaching sessions on live streaming platforms and advertise their one-to-one coaching lessons and supplements (Kim et al., 2023; Chiu et al. 2024). According to Chiu et al., the streamers' interactivity and feedback makes the viewers feel important and entertained which impacts their engagement with the live streamer (Chiu et al. 2024). In a different study that also focuses on consumer engagement in sports and fitness live streams, the researchers concluded that most viewers had positive attitude towards live streaming fitness ever since its booming during Covid-19, which resulted in higher engagement and positive impact of intention to purchase workout gear and plans (Tian et al., 2022). Ultimately, sport and fitness live streaming content is interactive and leads to more engagement which affects consumers' purchasing intention positively.

Summing up, there are different Live streaming types that have unique characteristics but encourage consumer engagement due to their interactive nature and the live streamer's attributes and traits. All live streaming types have the goal of sending a specific message to their audience and getting a reaction in the form of engagement or purchase intention.

1.2 Live Streamer's Characteristics

Live-streamers characteristics are important to understand what interests consumers and what attracts them to buy a certain product (Zhao et al., 2021). Focusing on the types of live streaming and its messages is important to each consumers' trust, thus impacting their purchasing behavior. However, the live streamer's attributes influence how these types will be presented and how the messages will be perceived by the viewers (Pollack et al., 2020; Mao, 2022; Zhao et al., 2021). There are many studies about live streamers' attributes that their impact on consumer trust, consumer engagement, and consumer purchase intention (Kim, 2023; Meng and Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024). Amongst these lives streamers' attributes: Popularity, expertise, sincerity, truthfulness, uniqueness, professionalism, credibility, attractiveness, and interactivity (Kim, 2023; Meng and Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024).

Some researchers investigated some live streamers' characteristics and personality traits and how they impact purchase intention. Xiong and Li found that the moral reputation, the popularity and the expertise of a live streamer positively impacts the consumers' perceived trust (2024). Some viewers even perceived the live streamer as an expert in a subject or genre of live streaming just because they are popular and have a high number of viewers and subscribers (Xiong and Li, 2024). In a different study, Liu and Sun reached the conclusion that Sincerity, truthfulness endorsement, expertise and uniqueness impact purchase intention in a positive way (2023). However, they also reached the conclusion that the streamer's visibility does not impact the consumers' purchase intention because visibility does not necessarily mean that the streamer shared sufficient product information that would help their viewers make that decision (Liu and Sun, 2023). In essence, some live streamers' characteristics and attributes, such as expertise and uniqueness, positively impact consumers' trust and therefore influence their purchasing decisions (Xiong and Li, 2024; Liu and Sun, 2023). However, visibility alone is not enough to impact the

consumers' purchase intention because live streamers must focus on providing accurate and useful product information (Liu and Sun, 2023; Chen et al., 2022).

The live streamer's demeanor, professionalism, and physical appearance can also be attributes that impact the consumers' perceived trust and perceived behavior. Some researchers investigated the professionalism, credibility, attractiveness, and interactivity of live streamers and how they impact the consumers' purchasing intentions (Meng and Lin, 2023). Meng and Lin concluded that professionalism, credibility, attractiveness, and interactivity affect sales positively (2023). That happens because live streamers' characteristics impact consumers' trust and satisfaction (Meng and Lin, 2023). Meng and Lin also mentioned that attractiveness has the lowest impact on trust and interactivity had the highest impact (2023). In a research from South Korea on travel live streamers, the focus was on the impact of live streaming on consumers engagement and trust (Kim, 2023). The goal was to find out how the live streamers' attractiveness, trustworthiness, and expertise affect perceived friendship and trust and impact loyalty and engagement (Kim, 2023). Kim reached the conclusion that attractiveness and trustworthiness only affected perceived friendship, while expertise alone impacted trust with consumers (2023). It is also important to note that the increased perceived friendship from the live streamers' attractiveness and trustworthiness helped in building strong bonding relationships between the viewers and live streamers that lead to an increased consumer trust (Kim, 2023). In short, live streamers' attributes such as professionalism, interactivity, and expertise, impact positively consumer' trust which ultimately make them more engaged in their streams (Meng and Lin, 2023). However, trustworthiness and expertise help build stronger connections with the live streamer while their' attractiveness seems to increase the viewers' perceived friendship which ultimately increased the perceived trust as well (Kim, 2023).

In conclusion, studying the live streamers' attributes can highlight the consumers' needs and interests from the person conveying the message to them and their purchasing behavior. Some live streamers' attributes positively impact the consumers' trust and engagement, thus impacting the consumers' purchasing intentions (Liu and Sun; 2023; Chen et al., 2022; Xiong and Li, 2024). Other live streamers attributes like popularity and attractiveness build a perceived friendship with the viewers and trustworthiness and expertise build a deep connection and a sense of community

(Kim, 2023; Meng and Lin, 2023). Live streamers can build a stronger community with their viewers, build more trust which leads to more engagement, and ultimately drive more sales.

1.3 Message Information in Live Streaming

According to some studies, we can extract three types of message information in live streaming: product-related information, engagement messages, and promotional messages or marketing messages (Zhang et al. 2020; Sjöblom and Hamari, 2017; Pollack et al., 2020).

Product-related information in live streaming is the act of promoting products and reviewing their attributes to the viewers in a live format (Zhang et al. 2020). Some researchers have focused on the impact of product-related information on the consumers' purchase intention in live streaming (Chen et al., 2022, Zhang et al., 2020, Park and Lin, 2020). They reached the conclusion that one of the core elements for consumers to make a purchasing decision is related to the amount of information they know about the product (Chen et al., 2022, Zhang et al., 2020, Park and Lin, 2020). Thus, live streaming satisfies that need by providing consumers with an interactive platform that allows them to ask questions and enabling more informed purchasing decisions which helps reduce the risk that is sometimes associated with online shopping (Chen et al., 2022). In summary, live streaming allows for an interactive product presentation that provides consumers with more information and reduces their perceived risk which then increases their purchase intentions.

In a different study, the focus is on the sharing of positive and negative information about a product in live streaming on consumers' trust and purchase intention (Jia, 2024). They reached the conclusion that sharing both positive and negative information about a product does affect consumers' trust in the seller and the product positively (Jia, 2024). However, consumers' receiving this information does not in any way impact their purchase decision (Jia, 2024). In addition, they also reached the conclusion that sharing negative information about the production does not change the positive impact that sharing positive information has on consumers' trust (Jia, 2024). To bring it all together, consumer trust in the streamer and the product is increased by both positive and negative product information, however, it does not necessarily impact the consumers' purchase intentions.

To go more in depth, Zhang focused on how consumers' purchase intention is impacted by the way products are presented in live streaming (2023). She reached the conclusion that there is an increase in the consumers' perception of the product utility and quality when products are presented in an immersive, detailed, and engaging way, which leads to an increase in purchase intention (Zhang, 2023). However, the result that she found surprising was that when consumers felt that they had a limited time to process the product information they were presented with by the live streamer, they felt the need to act quickly which increased their intention to buy even more (Zhang, 2023). In essence, interactive and engaging product presentations in live streaming positively impact the consumers' product utility and quality which positively affects the consumers' purchasing intentions.

Engagement Messages in live streaming are live interactions between the streamer and the viewers via chat interactions, polls, Shoutouts, and gifting (Sjöblom and Hamari, 2017). In the travel tourism field, some researchers focused on the impact of the quality of interaction between the live-streamers and their viewers and their travel intention (Zhang et al., 2022). They wanted to highlight any impact that building a sense of community and swift-guanxi by engaging with the viewers will bring out (Zhang et al., 2022). They reached the conclusion that having a higher quality of interaction and community building impacted travel intention positively (Zhang et al., 2022). They have put more focus on swift-guanxi in their research, as a "build before the transaction" concept (Geddie et al., 2002, as cited in Zhang et al., 2022). The authors gave a lot of attention to swift-guanxi in their article because they wanted to see how it relates to building a strong relationship with the audience in live streaming before leading them to a purchasing decision, since it is something that can be built faster in an online environment (Ou et al. 2014; Tseng et al. 2022, as cited in Zhang et al., 2022). In summary, high quality engagement messages positively impact the viewers travel intentions in live streaming through and enhanced community building experience.

In different research, the focus was on the way different types of interactions impact the viewers sense of virtual community and make them want to continue watching the live stream (He, 2022). The study was conducted in China with a focus on TikTok live streaming feature (He, 2022). They reached the conclusion that both viewer-live streamer interaction and viewer-viewer interaction impacted the viewer's sense of virtual community positively and increased their

wiliness to continue watching the stream (He, 2022). Eventually, the interactions between the streamer and the viewer as well as the interactions between viewers amongst themselves are very important to create a strong sense of community. In short, putting both types of interactions to good use will positively impact viewers' engagement and retention.

According to Pollack and her co-authors, there has been a significant increase in promotional and marketing messages on live streaming platforms, especially twitch, since 2018 (2020). There is especially a huge presence of food and beverage products and brands, like energy drinks and snacks, in streaming platforms (Pollack et al., 2020). Promotional or marketing messages are communication directed to live streaming viewers to a product or a brand in order to increase their awareness or sales (Pollack et al., 2020).

Some researchers focused on investigating the impact of marketing messages on the viewers' engagement (Haushalter et al., 2023). After displaying a marketing message about Wendy's brand, they noticed that there were messages about the brand in the chat (Haushalter et al., 2023). However, when having a closer look at the messages being shared, it was obvious that when the marketing message was being shared, there was an increase in positive and neutral messages and a decrease in negative messages (Haushalter et al., 2023). Additionally, this carried on even after the marketing message was shared (Haushalter et al., 2023). In different research, the focus was on finding what motivates the viewers to purchase the products that the streamers are promoting (Chang, 2023). They collected data from different live streaming platform users in Taiwan (Chang, 2023). They reached the conclusion that the amount and the uniqueness of the information about the product during the promotional message affected product attractiveness and the trust in the streamer (Chang, 2023). In summary, marketing messages seem to impact the viewers' engagement and make most of the messages being shared in the chat to be positive. Other than that, there is an increase in the product's attractiveness and trust in the streamer due to the promotional or marketing message containing detailed and accurate information about the product.

In conclusion, the use of product-related engagement, and promotional or marketing messages in live streaming is important to engage consumers, build trust, and influence their purchasing behavior. Live streamers can build trust, foster a strong online community, and impact positively their consumers' purchase intentions if they focus on building a quality streaming

experience for their viewers by focusing on presenting accurate and detailed product information and fueling interactive engagement with their viewers.

1.4 The SOR Model

The SOR model is composed of three attributes: the Stimuli, the Organism, and the Behavior (Mehrabian and Russel, 1973). The stimuli-organism-response (SOR) theory states that external factors are stimuli that can influence a person's mental state through an organism and result in a behavioral reaction or response (Mehrabian and Russel, 1973). The SOR model can be used as a framework to personality traits, and the context of live streaming this refers to the live streamers' characteristics and personality traits (Barret, 2006). Using the SOR model for information processing involved feature processing (Buxbaum, 2016). In the case of this study, it is the processing of the live streaming content and the live streamer's characteristics and their impact on the consumer's behavior as consumer engagement, consumer trust, and consumers' purchase intentions.

Some researchers focused on the live streaming experience as a whole and its impact of the consumers' purchase intentions using the SOR model. In a study where the focus was finding the relationship between the live streaming stimulus factors in the live streaming environment on the consumers' purchase intentions (Lin et al., 2022). The research highlighted convenience, interactivity, and playfulness as the studied variables and how they impact the viewers' psychological state (Lin et al., 2022). They reached the conclusion that the convenience, interactivity, and playfulness of the live streaming experience impact the consumers' perceived enjoyment positively and ultimately impact the consumers' purchase intentions (Lin et al., 2022). What can be extracted from this study is that the convenience, Interactivity, and playfulness in the live streaming environment are the Stimuli, the viewers' perceived enjoyment is the Organism, and the Response is the consumers' purchase intentions. Convenience can be categorized as live streaming attribute, while interactivity and playfulness can be categorized as the live streamers' characteristics.

Some other studies have put the main focus on the live streamer's characteristics or the live streaming message and their impact on the consumers' purchase intentions. One of these studies focused on the impact of the live streamers' characteristics on consumers' trust and their purchase

intentions (Grassauer and Auinger, 2024). The researchers focus on attractiveness and expertise as the main live streamers' characteristics of the study and used the SOR model to link between the live streamers' characteristics and the consumers' trust and purchase intentions (Grassauer and Auinger, 2024). They reached the conclusion that the live streamer's attractiveness and expertise impact positively the consumers' trust and therefore affect the consumers' purchasing intentions positively (Grassauer and Auinger, 2024). In a different study that focused on the live streaming message, and especially the marketing and promotional message, and how its attributes affect the consumers' purchasing intentions through utilizing the SOR model (Zhang et al., 2023). They reached the conclusion that the stimulus of a visible and interactive live streaming message lead to an enhanced consumer trust which ultimately led to an increase in the consumers' purchase intention (Zhang et al., 2023). These findings show examples of how the SOR model can be utilized to highlight the connections between the live streamer characteristics, the live streaming message, and how they impact consumer trust and engagement.

Building on these findings from the different applications of the SOR model in the live streaming context, perceived persuasiveness can play the role of the Organism in shaping the consumers' behavior in live streaming social commerce. There are also studies that focused on the live streaming message as a Stimulus and its perceived persuasiveness (Li, 2013). This study investigates the relationships between persuasive messages, affective and cognitive response, and behavior intentions (Li, 2013). They reached the conclusion that persuasive messages can cause emotional responses if the messages are credible and convincing, which can then influence their behavior intentions (Li, 2013). This finding can be related to the SOR model and perceived persuasiveness by highlighting persuasive messages as the stimuli that activates the consumers' emotional and cognitive processes.

In conclusion, the SOR model provides a way to understand the relationship between the live streaming message and the consumers' emotional reaction to the message that can lead to a change in behavior. Recognizing the live streamers' characteristics and the live streaming message attributes as stimuli, and the perceived persuasiveness as the organism will open the possibility of studying how these variables can impact the consumers' purchasing intentions.

1.5 Perceived Persuasiveness of Video Streaming Content

Some researchers focused on studying persuasive messages and pieces of content on social media and their impact on the consumers' interactive behavior and consumer engagement (Chang et al. 2014). They have evaluated the message persuasiveness on three metrics: Quality, popularity, and attractiveness. They reached the conclusion that the three metrics of message quality, popularity, and attractiveness impact the consumers' engagement positively (Chang et al. 2014). In the context of live streaming, these findings showcase the importance of the quality popularity and attractiveness of the live streaming content and how it increases the content perceived persuasiveness and the consumers' engagement.

In a different study, the focus was on the persuasiveness of the linguistic style that the live streamer is using and if it impacts the consumers' purchase intentions (Luo et al., 2021). This study highlights five linguistic styles that live streamers use when interacting with their viewers: "appealing to personality, appealing to logic, appealing to emotion, appealing to reward, and appealing to exaggeration" (Luo et al., 2021). They reached the conclusion that the live streamer's linguistic style that appeals to personality has the greatest impact on the perceived persuasiveness of the message and therefore positively impacts the consumers' purchase intentions (Luo et al., 2021). According to Hovland's persuasion model, the linguistic style that appeals to personality focuses on relating the product to the work of experts and professional teams which increases the consumers' trust (Chu, 1966). Ultimately, the quality, popularity and attractiveness of the live streaming content and the live streamer's focus on the linguistic style that appeals to personality increase the perceived persuasiveness of the video streaming content and increase the consumers' engagement, which positively impacts the consumers' purchasing intentions (Chang et al. 2014; Luo et al., 2021).

Perceived persuasiveness cannot be studied without mentioning how the live streaming viewers will process the video streaming content and how that will influence their purchasing behaviors. Gao et al. Focus in their study on investigating how live streaming content impacts the consumers' perceived persuasiveness (2021). It focuses on two types of factors in this investigation: the first is the quality of information, which encompasses information completeness, information accuracy, and information currency (Gao et al., 2021). The second type is the live streamers' attractiveness, consumer trust, and consumer engagement (Gao et al., 2021). In addition,

the way the viewers process information in live streaming could be affected by their motivation and desire to interact and engage with persuasive messages (Hussain et al., 2028). The goal of the study is to understand the impact of these factors on the perceived persuasiveness (Gao et al., 2021). They reached the conclusion that these factors impact the live streaming viewers' perceived persuasiveness and thus impact the consumers' purchase intentions (Gao et al., 2021). However, it is still not certain how live streaming messages contribute separately on impacting the consumers' purchasing intentions (Hussain et al., 2018). In a different study, the focus was on how a streamers' competence and expertise can influence the consumers' perceived persuasiveness (Li et al. 2024). The researchers reached the conclusion that the live streamer's expertise and competence increase the consumers' perceived persuasiveness (Li et al. 2024). In essence, the quality of information in live streaming and the streamers' characteristics impact the viewers' perceived persuasiveness of the live streaming content, which can lead to an increase in the consumers' purchasing intentions.

In a different study, the researchers have linked the perceived persuasiveness of the message to the perceived effectiveness (O'Keefe, 2018). The link between the perceived persuasiveness of the message and its perceived effectiveness will help in understanding the impact of the live streaming message on the viewers behaviors during the streams (O'Keefe, 2018). To further study this relationship between perceived persuasiveness and perceived effectiveness of a message, Zarouali et al. Focused on studying consumers' perceived persuasiveness of advertisement messages based on their effectiveness to convince (2018). They reached the conclusion that when the ads are perceived as more effective by being more convincing and reliable, they impact positively the perceived persuasiveness of the advertisement messages (Zarouali et al., 2018). In the context of live streaming content, this means that if live streaming viewers find live streaming advertising messages as credible and convincing, they are more likely to increase their perceived persuasiveness of the video streaming message. In summary, focusing on creating credible, effective, and convincing content will ultimately increase the consumers perceived persuasiveness, thus impacting the live streaming viewers behavior during the live stream.

In Conclusion, various factors such the quality, popularity and attractiveness of the live streaming content impact the perceived persuasiveness of the live streaming content. Other than the live streaming elements, the live streamer's linguistic style used to communicate their products

with their viewers also impacts the perceived persuasiveness of the live streaming content (Chang et al. 2014; Luo et al., 2021). When these elements impact the perceived persuasiveness of the live streaming content, they also impact the consumers' purchasing intentions (Chang et al. 2014; Luo et al., 2021). Other than that, providing viewers with a live streaming environment that prioritizes effective communication, and interactive content will increase their trust and ultimately increase their purchasing intentions (Zarouali et al., 2018).

1.6 Consumer Trust in Social Commerce

Social commerce was first introduced by merging e-commerce with social media features (Han et al., 2018). Back in 2005, Yahoo introduced the first hybrid feature that would later be referred to as social commerce which was used by different companies such as Amazon and Ebay (Wang and Zhang, 2012 as cited in Han et al., 2018). It provided the opportunity for sellers to actively interact with consumers and build a stronger relationship with them to better evaluate their products and smarter buying decisions (Lin et al., 2017). Social commerce existed thanks to the flourishing of social media, and it has grown so much in recent years (Wang et al., 2019). Its potential and growth come from the fact that it focuses on more collaborative and interactive ways of doing business (Wang et al. 2019). It allows for feedback and interaction which helps customers feel valued and encourages engagement and purchase intentions (Lin et al., 2020).

Trust is very important in the context of social commerce because you cannot depend on face-to-face interactions to build understanding (Wang et al., 2022). Consumers main concern in social commerce is losing money, being unhappy with the product and privacy issues, which highlights even more the importance of building trust in social commerce (Farivar et al., 2017 as cited in Wang et al., 2022). Therefore, it is regarded as a crucial factor in the success of social commerce (Nadeem et al., 2020). Trust is basically believing in a person's or organization's integrity and honesty in a way that what they are saying is true and what they are doing is honest (Yeon et al., 2019). In Wang and his co-authors research (2022), they focused on the impact of building trust on perceived risk and uncertainty when consumers want to make a purchasing decision. They reached the conclusion that building trust with consumers reduces their uncertainty and perceived risk and positively impacted their purchase intention (Wang et al., 2022). In summary, focusing on building trust in social commerce, and in the live streaming context especially, is crucial to ultimately influence the consumers' purchasing intentions because it lowers

the risk and uncertainty concerns the consumers' have towards social commerce (Wang et al., 2022; Nadeem et al., 2020; Yeon et al., 2019).

Other researchers studied trust based on Trust Transfer Theory which states that if a trusted person or organization are linked to another person or organization, the latter will also be trusted because of the trust transfer (Lim et al., 2006 as cited in Zhao, 2019). In social commerce, Zhao et al. highlight three parties based on the trust transfer theory: trustor, trustee, and a trusted third party (Zhao et al., 2019). Consumers are the trustor, the social commerce site is the trustee and the trusted third party are the other members in the social commerce site (Cheng et al., 2019 as cite in Wang et al. 2022). The focus of this study is the way trust impacts the consumers' willingness to buy in two types of websites, e-commerce sites with social media features and social media sites that provide features to shop through the site (Wang et al. 2022). In this study, they reached the conclusion that consumers start trusting brands when they trust the sellers. Other than that, they found out that consumers are more likely to buy when they trust the sellers and the brand (Zhao et al., 2019). In summary, the trust transfer theory shows that trust is important in social commerce because consumers will only buy from sellers they trust and that will lead them to trust the brand. This trust increases the consumers' intention to purchase and increases the social commerce platform's perceived credibility (Zhao et al., 2019; Wang et al. 2022). To uncover how trust impacts this relationship between live streaming characteristics and purchasing intention, Dong et al made research to find out if live streaming was successful in gaining consumers trust and if that impacts their intention to buy (2022). This paper divides live streaming characteristics into 5 aspects: "information quality, system quality, service quality, telepresence, and social presence" (Dong et al., 2022). The SOR model was used in this research along with other studies, where it was proved that a higher live streaming quality increases trust in the products (Gil and Jacob 2018, Ahmed and Zhang, 2020, Dong et al., 2022). Using this information, Dong et al. reached the conclusion that the five aspects of live streaming characteristics quality positively influence consumers' trust in products which then increases the consumers' purchase intention (2022).

Credibility comes from trust which depends on reputation, and it means the belief that the other person or organization in the transaction is dependable and honest (Zhao et al., 2019). A credible source, whether a platform or a seller, is a source that provides accurate information in a relatively objective way (Yan et al., 2022). Many consumers enjoy using social media platforms as a pre-purchase search engine (Tseng, 2023). However, as social media platforms transitioned

to social commerce platforms, some consumers may want to stop the purchasing process or complete the purchase in a traditional e-commerce site to avoid the unethical use or misuse of their information (Tseng, 2023). Many researchers studied this phenomenon and reached the conclusion that consumers have more trust in a social commerce platform when they perceive that it protects their data and that it is safe to use ([Cheng et al., 2014](#); [Dincelli and Goel, 2017](#); Wu et al., 2015; as cited in Tseng, 2023). The results clearly show that the way the consumers feel about privacy and security of the platform impacts their decision to use it for shopping ([Cheng et al., 2014](#); [Dincelli and Goel, 2017](#); Wu et al., 2015; as cited in Tseng, 2023). If they trust the social commerce platform, they will use it more and will therefore most likely buy through it (Tseng, 2023).

Something else that can impact platform credibility is the social commerce platform information provision. In social commerce, the quality of information can impact the consumers perception of the products' quality and their willingness to use it (Zhang et al. 2024). In a study by Zhang et al., the researchers focused on how social media commerce works through the relationships between the platform, the consumers, and information using the trust transfer theory (2024). They reached the conclusion that the social commerce platform is perceived as more credible by consumers when it provides more useful information; which then motivates consumers to use it more often (Zhang et al. 2024).

In different research based on the uncertainty reduction theory, the focus was on the impact on information transparency on consumers' perceived uncertainty, which affects their intention to buy (Chen et al., 2023). The uncertainty reduction theory suggests that consumers look for useful information to eliminate confusion and doubts ([Srivastava and Chandra, 2018](#); Son et al., 2020 as cited in Chen et al., 2023). In this research, they identified three aspects of perceived information transparency: perceived product transparency, perceived seller transparency and perceived transaction transparency (Chen et al., 2023). First, perceived product transparency is the degree to which the information about the product is accessible and easy to understand (Zhou et al., 2018). Second, perceived seller transparency is about the degree to which the information concerning the seller's performance is accessible and understandable (Zhou et al., 2018). Third and last, Perceived transaction transparency is about the degree to which consumers can understand the process of the transaction and its safety (Zhou et al., 2018). They reached the conclusion that the presence of the

three aspects of perceived information transparency can lower the consumers' uncertainty and increase their intention to purchase (Chen et al., 2023).

Clickbait is also something that can impact platform credibility. Clickbait is generally any kind of teaser message that would motivate consumers to click-through content on social platforms (Potthast et al., 2016 as cited in Liu et al. 2021). These teaser messages usually mislead the consumers to incomplete or even completely different pieces of content which makes them feel deceived and cause them to lose trust in the platform (Chen et al., 2015). In research by Liu et al., they focused on how clickbait impacted consumers trust in the source of information and their intention to buy through that social commerce platform (2021). They reached the conclusion that clickbait negatively affects the information credibility and their intention to buy, which then impacts negatively consumers' trust in the social commerce platform (Liu et al., 2021).

In conclusion, consumer's willingness to purchase is heavily linked with how much they trust the streamer, the brands, and the social commerce platform. The trust transfer theory showcases this relationship between creating a trustworthy platform and being a trustworthy streamer and how building trust with one of them will transfer the consumers' trust to the others. In addition, this trust in the streamer, the brand, and the platform can be built though the ethical use of data and information transparency which eventually leads to an increase in the consumers' purchase intentions.

1.7 Consumer Engagement in Social Commerce

Consumer engagement in social commerce can be defined as the extent to which consumers are physically, mentally, and emotionally present in an exchange with the seller or the community (Patterson, Yu, & Ruyter, 2006 as cited in Wang, 2020). When shopping for products, consumers use social commerce platforms because they provide them with accessible information about different product categories, the presence of communities, and rewarded interactions and transactions, which therefore increases consumer engagement (Bilgihan et al., 2014 as cited in Tseng, 2023).

Consumer engagement is one of the cornerstones of what makes social commercial social. Some researchers' goal was to understand how consumers get involved in social commerce communities (Wang, 2020). They used the social support theory in their research which states that

care and help through interactions within a community can influence an individual's willingness to engage and contribute to the community (Cobb & Sidney, 1976 as cited in Wang, 2020). Through the social support theory, they identified two types of consumer social supportive information: emotional support and informational support (Wang, 2020). They reached the conclusion that these two types of social supportive information positively impact consumer involvement, which therefore increased consumer engagement in social commerce communities (Wang, 2020).

Most of the literature has categorized consumer engagement into three aspects: cognitive, emotional, and behavioral engagement (Brodie et al., 2011, Dhaoui and Webster, 2020, Tafesse and Wien, 2018 as cited in Ma et al., 2022).

Cognitive engagement can be defined as the amount of attention and focus consumers dedicate to a brand, live streamer, or a piece of content (Dessart et al., 2016). It happens when the content is relevant, helpful and functional (Nadeem et al.2021). The focus on cognitive engagement is especially important because new consumers judge the quality of a product or service based on how they process the information presented to them (Bowden, 2009 as cited in Ma et al. 2022). A successful consumers' cognitive engagement can be achieved with a focus on providing them with relevant information about the product and services that is clear and concise and targets what consumers are looking for (Ma et al. 2022; Nadeem et al.2021).

Emotional engagement reflects how the consumers feel towards a brand, live streamer or a product and their emotional attachment and commitment to it (Ma et al. 2022). Emotional engagement can be defined as the amount connection that consumers feel towards a brand, live streamer or a product excluding any judgement that depends on the practical use of the product or service (Bowden, 2009 as cited in Ma et al. 2022). This engagement comes from emotional experiences such as trust, commitment, and pride which contribute to consumers' loyalty and create a stronger relationship with the brand, product or seller (Bowden, 2009 as cited in Ma et al. 2022).

Behavioral engagement can be defined as the amount of effort and time consumers dedicate to interact with the content, brand or seller (Hollebeek et al., 2014 as cited in Ma et al. 2022). These behaviors may look like stream participation in chats and challenges, stream donations, and

sharing of the content in different social media platforms. The motivation behind these behaviors is the consumers' desire to share their opinions and feel part of the community (van Doorn et al., 2010, Tafesse and Wien, 2018 as cited in Ma et al. 2022).

Recent research about consumer engagement focused on the relationship between consumer engagement and consumers' purchasing engagement. In a study that aims to understand the impact of digital influencers, including live streamers, on consumer engagement and purchase intention (Wang and Huang, 2023). They reached the conclusion that there are different types of influences or powers that impact consumer engagement through content participation and creation (Wang and Huang, 2023). These types of powers are: "expert power, informational power, referent power and legitimate reciprocity power" (French et al., 1959; Raven et al., 1998 as cited in Wang and Huang, 2023). Other than that, the two consumer behaviors of content participation and creation increase the consumers' purchase intention in social commerce (Wang and Huang, 2023). Some researchers focused on consumer engagement according to the quality of interactions during the live stream. One of these studies focused on the impact of mukbang live streaming on green products purchase intention using the stimuli-organism-response theory (Chen et al., 2024). They reached the conclusion that visual and audio experiences of the live stream, the social interaction of the community in the chat, and the professional recommendations increased consumers perceived utilitarian value of the product (Chen et al., 2024). Moreover, visual and audio experiences of the live stream and the social interaction of the community in the chat positively impacted the perceived social value of the product (Chen et al., 2024). An increase in both consumers perceived utilitarian value and perceived social value in the product positively influence consumers' purchase intention (Chen et al., 2024). In summary, these findings show the importance of streamers and the interactive nature of live streaming increasing the consumer engagement and impacting positively the consumers' purchase intentions.

Engagement through participation can also impact the consumers' purchasing intentions. In different research, the focus was on consumers' purchasing behavior of farming products through live streaming (Huo et al., 2024). They reached the conclusion that live streaming encourages consumers to purchase farming products because they feel part of the process (Huo et al., 2024). This makes them feel the responsibility to take action and increases their purchasing intention of farming products (Huo et al., 2024). However, these live streaming programs need to

be updated continuously, or some consumers will go back to their traditional shopping habits (Huo et al., 2024). In another research, more focus was on the impact of live streaming characteristics, such as engagement, expertise, and usability (Yi et al., 2024). This study investigates the impact of these live streaming characteristics on product purchase intention in live streaming (Yi et al., 2024). They reached the conclusion that engagement, expertise, and usability in live streaming positively affect the consumers purchase intention of (Yi et al., 2024). In summary, these findings show the positive impact that consumer engagement has on the consumers' purchasing intention in live streaming.

In conclusion, consumer engagement can be cognitive, emotional, or behavioral and it can impact the consumers' purchasing intentions. The digital influencers, or streamers, and the live streaming characteristics can foster consumer engagement through motivating consumer participation which lead into building a strong sense of community and this will positively impact the consumers' purchasing intentions. Leveraging the interactive features of live streaming and the live streamers attributes that impact positively engagement will lead into affecting the consumers' purchasing behaviors.

2. THE IMPACT OF LIVE STREAMER'S CHARACTERISTICS, PERCEIVED PERSUASIVENESS OF VIDEO STREAMING CONTENT AND TRUST WITH LIVE STREAMER ON CONSUMER PURCHASE INTENTION RESEARCH METHODOLOGY

2.1 Purpose of the research, research model and hypotheses

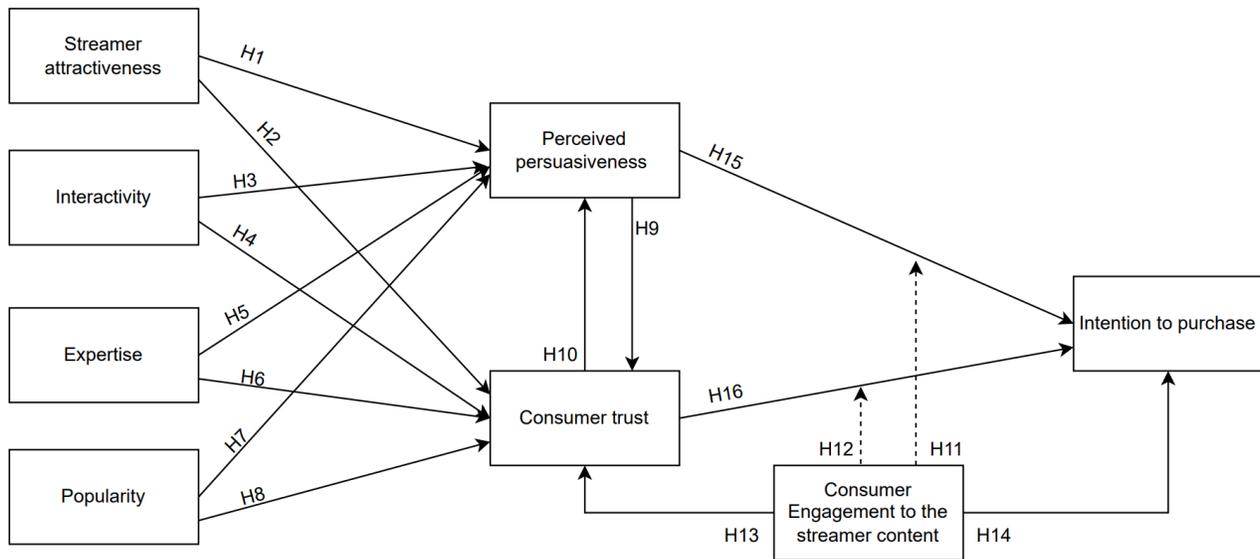
The purpose of this research is to explore the relationship between live streamer characteristics, such as Streamer attractiveness, interactivity, expertise, and popularity, the perceived persuasiveness of their video streaming content, and the trust consumers have in the streamers.

There are a lot of different types of live streaming content, but they all have a shared goal of sending specific messages to their audience in order to get a reaction out of them in the form of engagement or purchase (Sjöblom et al., 2017; Thi et al., 2023; Lawrence and Meivitanli, 2023; Lee and Wan, 2023). Looking into the live streamers' characteristics can highlight the consumers' needs and interest that could lead to analyzing their purchasing behavior. Some live streamers' characteristics can positively impact the consumers' trust and engagement, which can then impact their purchasing intentions (Liu and Sun; 2023: Chen et al., 2022; Xiong and Li, 2024). Live streamer characteristics such as attractiveness and expertise and build deep connections and a sense of community with their viewers (Kim, 2023; Meng and Lin, 2023). This could lead to more trust and engagement, which will ultimately drive more sales (Liu and Sun; 2023: Chen et al., 2022; Xiong and Li, 2024). Other than that, providing live streaming viewers with effective communication and interactive content increases their trust and ultimately positively impacts their purchasing intentions (Chang et al. 2014; Zarouali et al., 2018; Luo et al., 2021). Research have also shown that the live streaming viewers' willingness to purchase is associated with how much they trust the streamer and the social commerce platform (Yeon et al., 2019; Wang et al. 2022). The trust transfer theory proves that being a trustworthy streamer makes the viewers feel that the content is more relatable and that trust and transfer to other consumers (Zhao et al., 2019). In addition to that consumer engagement and be built with a stronger consumer trust and impact the consumers' purchasing behavior (Ma et al., 2022; Yi et al., 2024). Live streamers can motivate consumers to engage with their content through their characteristics and their participation in the content creating. This will lead to building a strong sense of community and increase the

consumers' purchase intentions (Chen et al., 2024; Huo et al., 2024; Yi et al., 2024). Thus, the factors outlined above were chosen to be measured in the research.

In the conceptual model I have created, it can be observed that there are four streamer characteristics as independent variables. They are the following: streamer attractiveness, interactivity, expertise, and popularity. These independent variables are expected to have a positive impact on perceived persuasiveness and consumer trust, which are the mediating variables between streamer characteristics and intention to purchase. Consumer engagement with the streamer content, the moderating variable, is expected to have a positive impact on the relationship between Perceived persuasiveness and purchase intention and a positive impact on the relationship between Consumer trust and purchase intention. Consumer engagement with the streamer content is also expected to have a positive impact on consumer trust and purchase intention.

Figure Conceptual Model



In order to achieve the purpose of the research, the above conceptual model will be used. The conceptual model presents the relationships between all the variables with arrows showing which variable has impact on the other variables and the variable that has impact on the relationship between two variables. Also, the proposed hypothesis to explain the relationship between variables is indicated above the arrow as an 'H' followed by the number of the hypothesis.

The following hypothesis have been developed based on the literature analysis presented in this research paper. Streamer attractiveness has been proven to have positive impact on consumer trust which can potentially lead to an impact on the consumer purchase intention (Pollack et al., 2020; Mao, 2022). Some researchers focused on the impact of streamer attractiveness and how it impacted consumer purchase intention through consumer trust (Zhao et al., 2021; Meng and Lin, 2023). They reached the conclusion that the streamer's attractiveness makes the consumers feel comfortable and builds a sense of trust with the streamer and what they are sharing in their content (Zhao et al., 2021; Meng and Lin, 2023). On the other hand, Streamer attractiveness can also have an impact on perceived persuasiveness and eventually influence the consumer purchase intentions (Xiayuan et al., 2021; Grassauer and Auinger, 2024). Streamer attractiveness, especially when the streamer is showcasing a physical product, can play an important role in persuading consumers and affect their purchasing behavior (Xiayuan et al., 2021; Grassauer and Auinger, 2024). Therefore, the following hypotheses have been developed:

H1: *Streamer attractiveness has a positive impact on perceived persuasiveness*

H2: *Streamer attractiveness has a positive impact on consumer trust*

Meng and Lin were one of the researchers that showcased the impact that streamer interactivity has on consumer trust (2023). They concluded that streamer interactivity can lead to higher sales through building stronger consumer trust (Meng and Lin, 2023). They also noticed that attractiveness has the lowest impact on consumer trust while interactivity had the highest impact (Meng and Lin, 2023). The streamers' interactivity with their viewers comments and questions makes them feel important and makes them trust the streamer and feel closer to them (Chiu et al. 2024). Other than that, streamer interactivity can also impact perceived persuasiveness (Thi et al., 2023). Successful live streamers create an interactive and persuasive environment for consumers (Li, 2013; Chen et al., 2024). Thus, streamer interactivity has a huge influence on perceived persuasiveness (Li, 2013; Chen et al., 2024). Therefore, the following hypotheses have been developed:

H3: *Streamer Interactivity has a positive impact on perceived persuasiveness*

H4: *Streamer Interactivity has a positive impact on consumer trust*

Xiong and Li reached the conclusion that streamer expertise positively impacts the consumer's perceived trust (2024). Some viewers even started to view some streamers as experts in a specific subject just based on their popularity, viewership, and subscribers and this made this trust and watch the streamer more often (Xiong and Li, 2024). In a different study, they reached the conclusion that streamer expertise can impact the consumer's purchase intention through consumer trust (Xiong and Li, 2024; Liu and Sun, 2023). On the other hand, some researchers focused on streamer expertise and how it can influence the consumer's perceived persuasiveness (Gao et al., 2021; Li et al. 2024). They reached the conclusion that streamers that successfully convince their viewers of their expertise in a specific area or topic will positively impact their viewers perceived persuasiveness (Gao et al., 2021; Li et al. 2024). Therefore, the following hypotheses have been developed:

H5: *Streamer expertise has a positive impact on perceived persuasiveness*

H6: *Streamer expertise has a positive impact on consumer trust*

The relationships between streamer popularity and perceived persuasiveness and the relationship between streamer popularity and consumer trust have been studied by multiple researchers. Some researchers investigated the relationship between streamer popularity and the consumer's perceived persuasiveness (Chang et al. 2014; Luo et al., 2021). They reached the conclusion that popular streamers or that communicate to their viewers are famous through their guests on streamer and viewership have a significant positive impact on the consumers' perceived persuasiveness (Chang et al. 2014; Luo et al., 2021). On the other hand, other researchers focused on the relationship between streamer popularity and consumer trust (Kim, 2023; Meng and Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024). They reached the conclusion that streamer popularity affects consumer trust through referrals, reviews, and comments (Kim, 2023; Meng and Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024). Therefore, the following hypotheses have been developed:

H7: *Streamer Popularity has a positive impact on perceived persuasiveness*

H8: *Streamer Popularity has a positive impact on consumer trust*

Perceived persuasiveness and consumer trust can potentially have a relationship where they impact each other. The relationship between the consumer's perceived persuasiveness and consumer trust has been the focus of many studies (Wang et al., 2022; Thi et al., 2023; Chen et al., 2024). The importance of perceived persuasiveness in this context is in its impact on building a trustful relationship with viewers and how building that will also impact perceived persuasiveness (Chen et al., 2024). These different studies showcased how consumer trust can be built through perceived persuasiveness, and an increase in perceived persuasiveness will also result in an increase in consumer trust which will potentially reach to a higher consumer purchasing intention (Wang et al., 2022; Thi et al., 2023; Chen et al., 2024). Therefore, the following hypotheses have been developed:

H9: *Perceived persuasiveness has a positive impact on consumer trust*

H10: *Consumer Trust has a positive impact on perceived persuasiveness*

Many studies can highlight the importance of consumer engagement and how it plays a huge role in the relationship between consumer trust, perceived persuasiveness, and consumer purchase intention and how it can impact consumer trust and consumer purchase intention directly. Some researchers focused on showing the impact that consumer engagement can have on consumer trust, and how an increase in the latter will lead to an increase in consumer's purchase intention (Kim, 2023; Meng and Lin, 2023). On the other hand, other studies focused on the perceived persuasiveness of the live streaming content and how it can impact consumer purchase intention through consumer engagement (Wang et al., 2022; Thi et al., 2023). There is also a specific study about the beauty industry that highlights that the main success live streaming will be based on the consumer engagement and how it helps build a stronger consumer trust and ultimately lead to more sales. This proves that consumer engagement is an important driver for consumer purchase intention (Lawrence and Meivitanli, 2023; Berryman and Kavka, 2017). In the live streaming sports industry, a study was conducted to see the impact of consumer engagement on consumer purchase intention, and they reached the conclusion that consumer engagement has a positive impact on the consumers purchase intention (Tian et al., 2022). Lastly, many researchers proved that consumer engagement does play a crucial role in how perceived persuasiveness and consumer trust impact the consumer purchase intention (Kim, 2023; Meng and

Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024). Therefore, the following hypotheses have been developed:

H11: *Consumer engagement has a positive impact on the relationship between Perceived persuasiveness and purchase intention*

H12: *Consumer engagement has a positive impact on the relationship between Consumer trust and purchase intention*

H13: *Consumer engagement has a positive impact on consumer trust*

H14: *Consumer engagement has a positive impact on intention to purchase*

According to different studies, perceived persuasiveness can influence the consumer purchase intentions (Chang et al. 2014; Luo et al., 2021; Gao et al., 2021; Xiayuan et al., 2021). Some researchers linked between live streamer characteristics, how they impact perceived persuasiveness and how that ultimately influences the consumer purchase intention (Chang et al. 2014; Luo et al., 2021). They reached the conclusion that perceived persuasiveness has a positive impact on purchase intention (Chang et al. 2014; Luo et al., 2021). In another study, the researchers focused on how perceived persuasiveness can impact the consumer purchase intention through streamer characteristics and also content and message quality. They also reached the same conclusion that perceived persuasiveness has a positive impact on purchase intention (Gao et al., 2021; Xiayuan et al., 2021). Therefore, the following hypothesis has been developed:

H15: *Perceived persuasiveness has a positive impact on purchase intention*

There are many researchers that focused on the impact of consumer trust on purchase intention. The focus of one of these studies was to study the consumer's wiliness to buy in e-commerce websites that have social media features and streaming platforms (Wang et al. 2022). They reached the conclusion that building a strong consumer trust will reduce their uncertainty and therefore increase their willingness to make a purchase decision (Wang et al. 2022). In different studies, the researchers focused on the consumer trust will shape how consumers will feel about the brand and sellers and how that could impact their purchase decision (Zhao et al., 2019; Dong et al., 2022). They reached the conclusion that consumers trust brands when they trust the

sellers. They also found out that consumers are more likely to make a purchase decision when they trust the brand and the seller (Zhao et al., 2019). Dong et al., 2022). Therefore, the following hypothesis has been developed:

H16: *Consumer trust has a positive impact on purchase intention*

Table 1 *Research Hypotheses*

Hypotheses
H1: <i>Streamer attractiveness has a positive impact on perceived persuasiveness</i>
H2: <i>Streamer attractiveness has a positive impact on consumer trust</i>
H3: <i>Streamer Interactivity has a positive impact on perceived persuasiveness</i>
H4: <i>Streamer Interactivity has a positive impact on consumer trust</i>
H5: <i>Streamer expertise has a positive impact on perceived persuasiveness</i>
H6: <i>Streamer expertise has a positive impact on consumer trust</i>
H7: <i>Streamer Popularity has a positive impact on perceived persuasiveness</i>
H8: <i>Streamer Popularity has a positive impact on consumer trust</i>
H9: <i>Perceived persuasiveness has a positive impact on consumer trust</i>
H10: <i>Consumer Trust has a positive impact on perceived persuasiveness</i>
H11: <i>Consumer engagement has a positive impact on the relationship between Perceived persuasiveness and purchase intention</i>
H12: <i>Consumer engagement has a positive impact on the relationship between Consumer trust and purchase intention</i>
H13: <i>Consumer engagement has a positive impact on consumer trust</i>
H14: <i>Consumer engagement has a positive impact on intention to purchase</i>
H15: <i>Perceived persuasiveness has a positive impact on purchase intention</i>
H16: <i>Consumer trust has a positive impact on purchase intention</i>

2.2 Data collection methods and research instruments

This study will focus on conducting a scenario-based experiment related to the evaluation of a famous male streamer and his content: Kai Cenat. In order to collect the necessary data to conduct this research, a questionnaire will be used to collect quantitative data. Questionnaires were used in much research that focused on the impact of streamer characteristics on the consumer's purchase intention (Kim, 2023; Meng and Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024). There will be a homogenic group of respondents that will have the chance to watch one of the live streamer's clips of him advertising Nike shoes and answer the questions on the survey based on how they evaluate the live streamer characteristics and their content. This live streaming clip from the live streamer will allow for a scenario-based experiment to better evaluate the variables in this study. The study will not focus on a specific location which will allow for the collection of more data. The questionnaire will be online and will be sent to participants through social media platforms and public groups. In addition to that, it will be in the English language to accommodate for a larger scale of audience and will be anonymous to ensure the collection of reliable information.

The online survey will be constructed of close-ended questions that will be measured with a 7-point Likert scale. This will allow the respondents to rate the items in the survey from 1 to 7, which will stand for 'Strongly agree' to 'Strongly disagree'. There will be two screening questions: the first one asking the respondents if they have watched any live streaming content from a content creator who has promoted or endorsed a product or service during their stream and the second question asking the respondents if they are familiar with the Nike brand. If they answer any of the two screening questions with "No", they will automatically be taken to the last "Thank you" page of the survey without answering any other questions. All the respondents will have the same questionnaire and will be asked to evaluate the four different live streamer characteristics selected in this study – Attractiveness, interactivity, expertise, and popularity – and about consumer trust, consumer engagement, perceived persuasiveness, and intention to purchase.

The questionnaire contains 8 carefully selected constructs that were adapted for this study. The construct used to evaluate Streamer Attractiveness is the one developed by Li and Peng (2021). This construct contains 4 items to measure the streamer's attractiveness, and it was selected because it was used in a study focusing on live streaming as an important strategic tool in the

tourism industry in South Korea (Li and Peng, 2021). Other constructs were not used because they focused on aspects that don't lead to purchase intention, are not focused on live streaming but rather general attractiveness, or that they are from older sources (Ohanian, 1990; Ohanian, 1991; Peetz, 2012; Shi, 2024). The construct used to evaluate Streamer Expertise was developed by Zhan et al. And Guo et al. (2022). Constructs from Peetz (2012) and Li and Peng (2021) were also considered to evaluate streamer expertise. However, the chosen construct seems to be more appropriate for the study due to the focus of that study on the impact of Live streamers' expertise and how that influences purchase intention (Zheng et al., 2023 and Guo et al., 2022). The construct used to evaluate Streamer Interactivity was developed by Liu et al. (2020). This construct was selected because the study is focused on live streamer characteristics and their impact on the consumer's purchase intention with one of the live streamers' characteristics being the streamer's interactivity (Liu et al., 2020). A study by Chen and Lin (2018) was also considered but was not selected due to its focus on streamer-streamer interactions. The construct used to evaluate Streamer Popularity was developed by Guo et al. (2022). This construct is from a recent study that focuses on live streamers' popularity being one of the attributes and characteristics that motivate consumers to purchase online (Guo et al., 2022). Other studies that were considered, such as the study by Ladhari et al. (2020), were not selected because their main focus on streamer popularity is only around the number of followers and live streaming chat involvement rather the live streamers' influence and how it can impact their viewers purchase intention. The construct used to evaluate Consumer Trust was developed by Ba and Pavlou (2002), Gefen et al., (2003, and Kim and Park (2013). This construct was selected because of how it focuses on the role of live streaming in building consumer trust that will lead to an increase in the consumer purchase intention (Ba and Pavlou, 2002; Gefen et al., 2003; Kim and Park, 2013). The construct from the study by Gefen and Straub (2004) was also considered. However, it was not selected because that study focused more on consumer trust impact on perceived value and their continuous purchase (Gefen and Straub, 2004). The construct used to evaluate Consumer Engagement was developed by Wongkitrungrueng and Assarut (2020). This construct from this study was selected due to its focus on how live streamers build trust and engagement with their viewers and how that leads them to purchase products advertised or used by the live streamer (Wongkitrungrueng and Assarut, 2020). Constructs from other studies were not used because they are mostly outdated and do not put much focus on consumer engagement but rather on consumer trust (Zeithaml, Berry, and Parasuraman,

1996, Calder et al., 2009, Hausman and Siekpe, 2009, and Gummerus et al., 2012). The construct used to evaluate Perceived persuasiveness was developed by Cesario et al. (2004) and Zhang et al. (2014). The construct from this study was chosen due to its focus on perceived persuasiveness and how it connects the live streamer being convincing, trustworthy, and believable to the consumers' purchase intention (Cesario et al., 2004; Zhang et al., 2014). The construct from the study by Cheung et al. (2009) were also considered. However, it was not chosen because it focuses more on perceived credibility and perceived quantity (Cheung et al., 2009). The construct used to evaluate Purchase Intention was developed by Sun et al. (2019). The construct from this study was chosen because it focuses on different live streamer characteristics that lead to an increase in the consumers' purchase intention (Sun et al., 2019). Other constructs from other studies were not chosen because they are outdated and are outside the scope of the study at hand (Dodds et al., 1991; Dubinsky et al. 2003).

Table 2 *Constructs of the questionnaire*

Variable	Description	Measurement	Source
Streamer Attractiveness	<ol style="list-style-type: none"> 1. I feel that the live streamer is classy. 2. I feel that the live streamer is handsome. 3. I feel that the live streamer is elegant. 4. I feel that the live streamer is sexy. 	7-point Likert type scale	Li and Peng, 2021
Streamer Expertise	<ol style="list-style-type: none"> 1. The live streamer possesses professional skills 2. The live streamer has special expertise 3. The live streamer is highly knowledgeable about product he promotes 4. This live streamer is highly experienced in live streaming and sales 	7-point Likert type scale	Zheng at al., 2023 and Guo et al., 2022
Streamer Interactivity	<ol style="list-style-type: none"> 1. The live streamer has good interactions with me during their live streaming. 2. The live streamer has good interactions with the audience during their live streaming. 3. The live streaming contents of the live streamer allow me to participate effectively 4. When interacting with the live streamer, I can always easily get the information I need from him or her 	7-point Likert type scale	Liu et al., 2020
Streamer Popularity	<ol style="list-style-type: none"> 1. The live streamer is an influential public figure 	7-point Likert type scale	Guo et al., 2022

	<ol style="list-style-type: none"> 2. The words and the deeds of the live streamer can influence the followers 3. This live streamer is famous 		
Consumer trust	<ol style="list-style-type: none"> 1. I believe in the information that the live streamer provides through live streaming. 2. I can trust the live streamer. 3. I believe the live streamer is trustworthy. 4. I do not think that the live streamer would take advantage of me. 	7-point Likert type scale	Ba and Pavlou, 2002, Gefen et al., 2003, and Kim and Park, 2013
Consumer engagement	<ol style="list-style-type: none"> 1. I would spend more time on pages that have e-commerce live streaming 2. I would become a fan and a follower of the live streamer 3. I am likely to revisit the live streamer's page to watch their new live videos in the near future 4. In the near future, I will buy products from the live streamer 5. I am likely to recommend the live streamer to my friends 	7-point Likert type scale	Wongkitrungrue ng and Assarut, 2020
Perceived persuasiveness	<ol style="list-style-type: none"> 1. I consider the live streaming content to be convincing. 2. I consider the live streaming content to be believable. 3. I consider the live streaming content to be trustworthy. 4. The live streaming content changed my impression toward the product. 	7-point Likert type scale	Cesario et al., 2004 and Zhang et al., 2014
Purchase Intention	<ol style="list-style-type: none"> 1. I hope I can purchase the product recommended by live streamer 2. I may purchase the product recommended by live streamer 3. I plan to purchase the product recommended by the live streamer 4. I will purchase the product recommended by live streamer 	7-point Likert type scale	Sun et al., 2019

2.3 Research sample size and structure

A description of the sampling method and size that will be used in this study will be explained in this section. First of all, there is no specific requirement for the age or gender of the respondents in this study. Also, the respondents that will be suitable to participate in this survey

should be familiar with live streaming. The data will be collected through a non-probability convenience sampling technique. In order to calculate the sample size, an average of sample sizes from 5 similar studies will be calculated. With that evaluation of the average of similar studies, the sample size for this study will be 284 participants.

Table 3 *Average sample size based on previous similar studies*

No.	Authors	Number of Respondents
1	Lin et al., 2022	413
2	Grassauer and Auinger, 2024	188
3	Zhang et al., 2023	434
4	Li, 2013	123
5	Wang and Huang, 2023	263
Average		284

Although this study does not have any specific requirement for gender or age, there will be effort put forward to reach diverse sample of respondents. The surveys will be shared online on social media and live streaming groups in order for it to reach individuals who are familiar with live streaming services and who interacted with live streamers and content previously. This will make sure that the survey will be conducted efficiently and effectively and will allow for the reception of reliable results.

2.4 The scope of the research

This study will focus on live streaming characteristics (attractiveness, expertise, interactivity, popularity) and how they eventually impact the consumer purchase intention through different variables. The focus will be on analyzing the impact of live streamer characteristics, perceived persuasiveness of video streaming content and trust with live streamer on consumer purchase intention.

The research model was based on the literature analysis to study the impact of different variables related to live streaming and the consumer purchase intention. The constructs used were adapted from different similar studies about live streaming. The survey used to collect data will be online in order to reach the maximum number of respondents who are familiar with live streamers and their content. It will be shared on social media pages and groups interested in live streamers

and their content. There will be no demographic or geographic restrictions, and the survey will be in the English language.

This study will help understand the impact that different live streamers can have on consumer purchase intention through their different characteristics and also the perceived persuasiveness of their content.

3. THE IMPACT OF LIVE STREAMER’S CHARACTERISTICS, PERCEIVED PERSUASIVENESS OF VIDEO STREAMING CONTENT AND TRUST WITH LIVE STREAMER ON CONSUMER PURCHASE INTENTION RESEARCH RESULTS ANALYSIS

3.1. Demographical characteristics of the respondents

The questionnaire was made using Google forms and sent out to respondents online. The questionnaire had a total of 303 respondents. However, 14 respondents did not meet the requirements set through the two screening questions. 11 respondents answered “No” to the question asking if they have watched any live streaming content from a content creator who has promoted or endorsed a product or service during their stream. The other 3 respondents out of the 14 answered that they are not familiar with the brand when asked about their familiarity with the Nike brand. Since the sample size needed for this research is 284 respondents, it means the number of responses collected is suitable for analysis with 289 respondents. Also, the following data analysis was done using IBM SPSS.

Starting with the respondents’ gender, a close percentage of female (48.4%) and male (51.6%) can be noticed with 140 female respondent and 149 male respondents.

Table 4 *Distribution of respondents based on gender*

Gender	Number	Percentage
Female	140	48.4%
Male	149	51.6%

Then when it comes to the age of the respondents, there were 5 different age groups. Most of the respondents, which were 121 (41.9%), were part of the age group between 18 and 24 years old. Then it is the age group between 25 and 34 years old with 93 respondents (32.2%). After that comes the age group between 35 and 44 with 51 respondents (17.6%). The last two groups were the oldest with 15 respondents (5.2%) from the age group between 45 and 54 years old and 9 respondents (3.1%) from the age group between 55 and 64 years old.

Table 5 *Distribution of respondents based on age group*

Age group	Number	Percentage
18-24	121	41.9%

25-34	93	32.2%
35-44	51	17.6%
45-54	15	5.2%
55-64	9	3.1%

The education level of respondents was divided into 4 groups with about half of the respondents (47.1%), 136 respondents, with a bachelor's degree. After that, there are 75 respondents (25.6%) with a master's degree. And the last two groups are 72 respondents (24.9%) who are high school graduates and only 7 respondents (2.4%) with a Doctorate degree.

Table 6 *Distribution of respondents based on education*

Education	Number	Percentage
High school graduate	72	24.9%
Bachelor's degree	136	47.1%
Master's degree	75	25.6%
Doctorate degree	7	2.4%

Lastly, the average income after taxes of respondents was divided into 5 groups. Most of the respondents with 100 respondents (34%) are earning 1001 to 2000 Eur/month. After that, it is 75 respondents (26%) are earning 501 to 1000 EUR/month. Then, it is 72 respondents (24.9%) earning 2001 to 3000 Eur/month. And lastly, it is the last two groups of respondents with 32 respondents (11.1%) earning 0 to 500 EUR/month and 10 respondents (3.5%) earning more than 3001 EUR/month.

Table 7 *Distribution of respondents based on Income*

Monthly income	Number	Percentage
0 to 500 Eur	32	11.1%
501 to 1000 Eur	75	26%
1001 to 2000 Eur	100	34%
2001 to 3000 Eur	72	24.9%
more than 3001 Eur	10	3.5%

In conclusion, most of the respondents are males aged between 18 and 24 years old who have a bachelor's degree and make an income after taxes between 1001 and 2000 EUR/month.

These results go hand in hand with certain findings in the theoretical part, where the live streaming industry puts more focus on content more appealing to the male audience with that gap getting smaller as time goes by (Kim, 2023). It is also noticeable that the age group involvement in the questionnaire gets lower as the respondents are older. This confirms findings in the theoretical part that share how the live streaming industry focuses on the younger generation for its different marketing and sales goals (Wang, 2020).

3.2. Reliability of Scales

In order to get to regression analysis and the analysis of the research hypotheses, the first step is to check the reliability of the different scales used in this research to ensure their validity for further analysis. The reliability statistic of Cronbach's alpha is used, and its value should be 0.70 or higher for a scale to be considered a reliable one with a good internal consistency.

Starting first with the “Streamer Attractiveness” Scale which has a Cronbach Alpha of 0.939, which means that the scale is reliable for further analysis (See Annex 2). Second is the “Streamer Expertise” scale with a Cronbach Alpha of 0.944 which is well over 0.70 and makes it a reliable scale (See Annex 3). Third is the “Streamer Interactivity” scale with a Cronbach Alpha of 0.948 which is well over 0.70 and makes it a reliable scale (See Annex 4). Fourth is the “Streamer Popularity” scale with a Cronbach Alpha of 0.958 which is well over 0.70 and makes it a reliable scale (See Annex 5). Fifth is the “Consumer Trust” scale with a Cronbach Alpha of 0.942 which is well over 0.70 and makes it a reliable scale (See Annex 6). Sixth is the “Consumer Engagement” scale with a Cronbach Alpha of 0.966 which is well over 0.70 and makes it a reliable scale (See Annex 7). Seventh is the “Perceived persuasiveness” scale with a Cronbach Alpha of 0.951 which is well over 0.70 and makes it a reliable scale (See Annex 8). Lastly, the “Purchase Intention” scale with a Cronbach Alpha of 0.967 which is well over 0.70 and makes it a reliable scale (See Annex 9).

Table 8 *Reliability of scales results through Cronbach Alpha*

Construct	Number of items	Cronbach Alpha
Streamer Attractiveness	4	0.939
Streamer Expertise	4	0.944

Streamer Interactivity	4	0.948
Streamer Popularity	3	0.958
Consumer trust	4	0.942
Consumer engagement	5	0.966
Perceived persuasiveness	4	0.951
Purchase Intention	4	0.967

To conclude, all the Cronbach Alphas of the different scales fall between 0.942 and 0.967, which is well over 0.70. This means that all the scales are reliable with a good internal consistency for each and are suitable for further analysis on the research hypotheses.

3.3. Analysis of the research hypotheses

Multiple and linear regression techniques, along with moderation analysis, will be used in order to examine the relationships between the independent and dependent variables. Since the respondents provided answers based on the Likert scale, the analysis will utilize interval data.

Starting first by testing **H1**: *Streamer attractiveness has a positive impact on perceived persuasiveness*, by using a simple linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer attractiveness) on the dependent variable (Perceived persuasiveness). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer attractiveness and Perceived persuasiveness is statistically significant (See Annex 10). This means that Streamer attractiveness has an impact on perceived persuasiveness, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer attractiveness and perceived persuasiveness has a positive Beta coefficient value of 0.751 (See Annex 10). This means that Streamer attractiveness has a positive impact on perceived persuasiveness. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H1: *Streamer attractiveness has a positive impact on perceived persuasiveness, is accepted*

Table 9 Regression analysis results for H1

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer attractiveness	0.751	< 0.001

H2: *Streamer attractiveness has a positive impact on consumer trust*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer attractiveness) on the dependent variable (Consumer trust). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer attractiveness and Consumer Trust is statistically significant (See Annex 11). This means that Streamer attractiveness has an impact on Consumer trust, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer attractiveness and Consumer trust has a positive Beta coefficient value of 0.714 (See Annex 11). This means that Streamer attractiveness has a positive impact on Consumer trust. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H2: *Streamer attractiveness has a positive impact on consumer trust, is accepted*

Table 10 Regression analysis results for H2

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer attractiveness	0.714	< 0.001

H3: *Streamer Interactivity has a positive impact on perceived persuasiveness*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer interactivity) on the dependent variable (Perceived Persuasiveness). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer interactivity and Perceived persuasiveness is statistically significant (See Annex 12). This means that Streamer interactivity has an impact on Perceived persuasiveness, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between

Streamer interactivity and Perceived persuasiveness has a positive Beta coefficient value of 0.816 (See Annex 12). This means that Streamer interactivity has a positive impact on Perceived persuasiveness. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H3: Streamer Interactivity has a positive impact on perceived persuasiveness, is accepted

Table 11 Regression analysis results for H3

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Interactivity	0.816	< 0.001

H4: Streamer Interactivity has a positive impact on consumer trust, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer interactivity) on the dependent variable (Consumer trust). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer interactivity and Consumer Trust is statistically significant (See Annex 13). This means that Streamer interactivity has an impact on Consumer trust, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer interactivity and Consumer trust has a positive Beta coefficient value of 0.808 (See Annex 13). This means that Streamer interactivity has a positive impact on Consumer trust. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H4: Streamer Interactivity has a positive impact on consumer trust, is accepted

Table 12 Regression analysis results for H4

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Interactivity	0.808	< 0.001

H5: Streamer expertise has a positive impact on perceived persuasiveness, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer expertise) on the dependent variable (perceived

persuasiveness). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer expertise and perceived persuasiveness is statistically significant (See Annex 14). This means that Streamer expertise has an impact on perceived persuasiveness, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer expertise and Perceived persuasiveness has a positive Beta coefficient value of 0.737 (See Annex 14). This means that Streamer expertise has a positive impact on Perceived persuasiveness. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H5: *Streamer expertise has a positive impact on perceived persuasiveness, is accepted*

Table 13 *Regression analysis results for H5*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Expertise	0.737	< 0.001

H6: *Streamer expertise has a positive impact on consumer trust*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer expertise) on the dependent variable (Consumer trust). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer expertise and Consumer trust is statistically significant (See Annex 15). This means that Streamer expertise has an impact on Consumer trust, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer expertise and Consumer trust has a positive Beta coefficient value of 0.737 (See Annex 15). This means that Streamer expertise has a positive impact on Consumer trust. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H6: *Streamer expertise has a positive impact on consumer trust, is accepted*

Table 14 *Regression analysis results for H6*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Expertise	0.737	< 0.001

H7: *Streamer Popularity has a positive impact on perceived persuasiveness*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer popularity) on the dependent variable (Perceived persuasiveness). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer popularity and perceived persuasiveness is statistically significant (See Annex 16). This means that Streamer popularity has an impact on Perceived persuasiveness, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer popularity and Perceived persuasiveness has a positive Beta coefficient value of 0.722 (See Annex 16). This means that Streamer popularity has a positive impact on Perceived persuasiveness. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H7: *Streamer Popularity has a positive impact on perceived persuasiveness, is accepted*

Table 15 *Regression analysis results for H7*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Popularity	0.722	< 0.001

H8: *Streamer Popularity has a positive impact on consumer trust*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Streamer popularity) on the dependent variable (Consumer trust). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Streamer popularity and Consumer trust is statistically significant (See Annex 17). This means that Streamer popularity has an impact on Consumer trust, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Streamer popularity and Consumer trust has a positive Beta coefficient value of 0.737 (See Annex 17). This means that Streamer popularity has a positive impact on Consumer trust. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H8: *Streamer Popularity has a positive impact on consumer trust, is accepted*

Table 16 *Regression analysis results for H8*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Popularity	0.737	< 0.001

H9: *Perceived persuasiveness has a positive impact on consumer trust*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Perceived persuasiveness) on the dependent variable (Consumer trust). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Perceived persuasiveness and Consumer trust is statistically significant (See Annex 18). This means that Perceived persuasiveness has an impact on Consumer trust, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Perceived persuasiveness and Consumer trust has a positive Beta coefficient value of 0.849 (See Annex 18). This means that Perceived persuasiveness has a positive impact on Consumer trust. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H9: *Perceived persuasiveness has a positive impact on consumer trust*, **is accepted**

Table 17 *Regression analysis results for H9*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Popularity	0.849	< 0.001

H10: *Consumer Trust has a positive impact on perceived persuasiveness*, will also be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Consumer trust) on the dependent variable (Perceived persuasiveness). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Consumer trust and Perceived persuasiveness is statistically significant (See Annex 19). This means that Consumer trust has an impact on Perceived persuasiveness, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Consumer trust and

Perceived persuasiveness has a positive Beta coefficient value of 0.849 (See Annex 18). This means that Consumer trust has a positive impact on Perceived persuasiveness. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H10: *Consumer Trust has a positive impact on perceived persuasiveness, is accepted*

Table 18 Regression analysis results for H10

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Streamer Popularity	0.849	< 0.001

H11: *Consumer engagement has a positive impact on the relationship between Perceived persuasiveness and purchase intention, will be tested using Multiple Linear Regression with an interaction term. This test helps highlight how the relationship between Perceived Persuasiveness and purchase intention changes depending on Consumer engagement. Looking first at the Significance through the p value, the p-value is more than 0.05, at the 95% confidence level, which means that the statistical evidence is not sufficient to conclude that consumer engagement significantly changes the relationship between perceived persuasiveness and purchase intention (See Annex 20). Although Beta coefficient is positive, which shows that higher consumer engagement slightly strengthens the relationship between perceived persuasiveness and purchase intention, the high p-value of 0.442 show this this positive trend could easily disappear in a different sample of respondents (See Annex 20). To conclude, since P-value is higher than 0.05:*

H11: *Consumer engagement has a positive impact on the relationship between Perceived persuasiveness and purchase intention, is rejected*

Table 19 Regression analysis results for H11

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Interaction_PerceivedPersuasiveness_ConsumerEngagement	0.025	0.422

H12: *Consumer engagement has a positive impact on the relationship between Consumer trust and purchase intention*, will be tested using Multiple Linear Regression with an interaction term. This test helps highlight how the relationship between Consumer trust and purchase intention changes depending on Consumer engagement. Looking first at the Significance through the p value, the p-value is more than 0.05, at the 95% confidence level, which means that the statistical evidence is not sufficient to conclude that consumer engagement significantly changes the relationship between Consumer trust and purchase intention (See Annex 21). In this case, Beta coefficient is 0.000, or a value very close to zero that it is effectively 0, shows that there is no meaningful positive or negative impact of Consumer engagement of the relationship between Consumer trust and Purchase intention. To conclude, the high p-value of 0.997 and the 0.000 value of Beta coefficient means that:

H12: *Consumer engagement has a positive impact on the relationship between Consumer trust and purchase intention, is rejected*

Table 20 *Regression analysis results for H12*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Interaction_ ConsumerTrust_ ConsumerEngagement	0.000	0.997

H13: *Consumer engagement has a positive impact on consumer trust*, will be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Consumer engagement) on the dependent variable (Consumer trust). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Consumer engagement and Consumer trust is statistically significant (See Annex 22). This means that Consumer engagement has an impact on Consumer trust, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Consumer engagement and Consumer trust has a positive Beta coefficient value of 0.832 (See Annex 22). This means that Consumer Engagement has a positive impact on Consumer trust. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H13: *Consumer engagement has a positive impact on consumer trust, is accepted*

Table 21 *Regression analysis results for H13*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Consumer Engagement	0.832	< 0.001

H14: *Consumer engagement has a positive impact on intention to purchase, will be tested* using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Consumer engagement) on the dependent variable (Intention to purchase). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Consumer engagement and Intention to purchase is statistically significant (See Annex 23). This means that Consumer engagement has an impact on Intention to purchase, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Consumer engagement and Intention to purchase has a positive Beta coefficient value of 0.812 (See Annex 23). This means that Consumer Engagement has a positive impact on Intention to purchase. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H14: *Consumer engagement has a positive impact on intention to purchase, is accepted*

Table 22 *Regression analysis results for H14*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Consumer Engagement	0.812	< 0.001

H15: *Perceived persuasiveness has a positive impact on purchase intention, will be tested* using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Perceived persuasiveness) on the dependent variable (Intention to purchase). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Perceived persuasiveness and Intention to purchase is statistically significant (See Annex 24). This means that Perceived

persuasiveness has an impact on Intention to purchase, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Perceived persuasiveness and Intention to purchase has a positive Beta coefficient value of 0.841 (See Annex 24). This means that Perceived persuasiveness has a positive impact on Intention to purchase. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:

H15: *Perceived persuasiveness has a positive impact on purchase intention, is accepted*

Table 23 *Regression analysis results for H15*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Perceived Persuasiveness	0.841	< 0.001

H16: *Consumer trust has a positive impact on purchase intention, will be tested using linear regression. This will allow for the assessment of the significance of influence of the independent variable (Consumer trust) on the dependent variable (Intention to purchase). Looking first at the Significance through the p value, the p-value is less than 0.05, at the 95% confidence level, which means that the relationship between Consumer trust and Intention to purchase is statistically significant (See Annex 25). This means that Consumer trust has an impact on Intention to purchase, and now we should check the nature of this impact. Beta coefficient will show the direction of impact, and the relationship between Perceived persuasiveness and Intention to purchase has a positive Beta coefficient value of 0.820 (See Annex 25). This means that Consumer trust has a positive impact on Intention to purchase. To conclude, since P-value is lower than 0.05 and the Beta coefficient is positive:*

H16: *Consumer trust has a positive impact on purchase intention, is accepted*

Table 24 *Regression analysis results for H16*

Model	Standardized Coefficient Beta	Sig.
(Constant)		< 0.001
Consumer Trust	0.820	< 0.001

The data analysis that was conducted showed that 14 hypotheses (H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H13, H14, H15, and H16) were accepted and 2 hypotheses (H11 and H12) were rejected.

Table 25 *Accepted and rejected hypotheses*

Hypotheses	Results
H1: <i>Streamer attractiveness has a positive impact on perceived persuasiveness</i>	Accepted
H2: <i>Streamer attractiveness has a positive impact on consumer trust</i>	Accepted
H3: <i>Streamer Interactivity has a positive impact on perceived persuasiveness</i>	Accepted
H4: <i>Streamer Interactivity has a positive impact on consumer trust</i>	Accepted
H5: <i>Streamer expertise has a positive impact on perceived persuasiveness</i>	Accepted
H6: <i>Streamer expertise has a positive impact on consumer trust</i>	Accepted
H7: <i>Streamer Popularity has a positive impact on perceived persuasiveness</i>	Accepted
H8: <i>Streamer Popularity has a positive impact on consumer trust</i>	Accepted
H9: <i>Perceived persuasiveness has a positive impact on consumer trust</i>	Accepted
H10: <i>Consumer Trust has a positive impact on perceived persuasiveness</i>	Accepted
H11: <i>Consumer engagement has a positive impact on the relationship between Perceived persuasiveness and purchase intention</i>	Rejected
H12: <i>Consumer engagement has a positive impact on the relationship between Consumer trust and purchase intention</i>	Rejected
H13: <i>Consumer engagement has a positive impact on consumer trust</i>	Accepted
H14: <i>Consumer engagement has a positive impact on intention to purchase</i>	Accepted

H15: <i>Perceived persuasiveness has a positive impact on purchase intention</i>	Accepted
H16: <i>Consumer trust has a positive impact on purchase intention</i>	Accepted

The following conclusions can be made about the acceptance or rejection of the hypotheses using the results of the data analysis and the theoretical background:

H1: *Streamer attractiveness has a positive impact on perceived persuasiveness*, is accepted proving through the collected data analysis that Streamer attractiveness does have a positive impact on Perceived persuasiveness. Researchers have long reached the same conclusion about the impact of Streamer attractiveness on perceived persuasiveness (Chang et al. 2014; Kim, 2023; Meng and Lin, 2023). This goes hand in hand with the results of the collected data analysis, proving that the live streamer’s attractiveness does influences positively the message of the live streamer and can change the attitudes or behaviors of the consumers.

H2: *Streamer attractiveness has a positive impact on consumer trust*, is accepted proving that streamer attractiveness does have a positive impact on consumer trust. Different researchers have hinted at the potential positive relationship between the live streamer attractiveness and the consumer trust (Meng and Lin, 2023; Kim, 2023). Meng and Lin also mentioned specifically that although attractiveness has the lowest impact on trust, the influence is still present (2023). The collected data analysis proves this potential impact between these two variables and the positive trajectory of the impact of the streamer attractiveness on consumer trust. This proves that the more consumers find a live streamer attractive, the more they are willing to trust what they are saying and take their feedback and review about a certain product or service into consideration.

H3: *Streamer Interactivity has a positive impact on perceived persuasiveness*, is accepted proving that the live streamer interactivity does have a positive impact on perceived persuasiveness. Researchers have previously mentioned the possibility of live streamer interactivity influencing perceived persuasiveness (Liu and Sun, 2023; Xiong and Li, 2024). The collected data has clearly led to confirming those same findings, proving that streamer interactivity positively influences the consumer’s perceived persuasiveness. This means that the more the live streamer interacts with

his audience through the live chat and makes an effort in making them feel included in the content creation process, the more they are positively influenced to change their attitudes and behaviors.

H4: *Streamer Interactivity has a positive impact on consumer trust*, is accepted proving that the live streamer interactivity does have a positive impact on consumer trust. According to Meng and Lin, the live streamer interactivity had the highest impact on consumer trust amongst all the other different live streamer characteristics in that research (2023). This strengthens the findings from the collected data showing the strong positive impact of the live streamer interactivity on consumer trust. This means that the live streamers that focus on interacting with their live audience through answering their questions and making them a part of the content creation process, building stronger trust bonds with them which could eventually lead to influencing their purchase intentions.

H5: *Streamer expertise has a positive impact on perceived persuasiveness*, is accepted proving that the live streamer expertise does have a positive impact on perceived persuasiveness. Previous studies have shown that the live streamer that shared their knowledge and attracted viewers based on their expertise had influence on the consumer perceived persuasiveness (hi et al., 2023; Lawrence and Meivitawanli, 2023). This goes hand in hand with the findings that confirm the strong positive impact of the live streamer interactivity on perceived persuasiveness. This means that the more that a live streamer showcases their expertise in the specific focus of their live streaming content, the more likely they are to influence their audience's attitudes and behaviors.

H6: *Streamer expertise has a positive impact on consumer trust*, is accepted proving that the live streamer expertise does have a positive impact on consumer trust. Kim has previously claimed that the live streamer expertise is one of the most influential live streamer characteristics on consumer trust (Kim, 2023). Other researchers followed in by confirming the positive impact that the live streamer expertise has on consumer trust (Liu and Sun, 2023; Xiong and Li, 2024). These findings confirm the result of the collected data, confirming the conclusion that the live streamer expertise has a positive impact on consumer trust. This means that the more that a live streamer is known for their expertise in a specific topic, the more that consumers are willing to trust their feedback and recommendations about a product or service.

H7: *Streamer Popularity has a positive impact on perceived persuasiveness*, is accepted proving that the live streamer popularity has a positive impact on perceived persuasiveness. According to previous studies, live streaming viewers get more influenced to act and behave differently if they perceive the live streamer as a famous person (Chang et al., 2014; Luo et al., 2021). These findings strengthen the result of the collected data's conclusion that the live streamer popularity positively impacts the consumer's perceived persuasiveness. This means that the live streamers that are perceived as known and famous individuals are more likely to influence the live streaming viewers' attitudes and behaviors.

H8: *Streamer Popularity has a positive impact on consumer trust*, is accepted proving that the live streamer popularity has a positive impact on consumer trust. Previous researchers claimed in their studies that some viewers even perceived the live streamer as an expert in a subject or genre of live streaming just because they are popular and have a high number of viewers and subscribers, which therefore built a stronger consumer trust (Xiong and Li, 2024). Both findings from the previously mentioned researchers and the collected data confirm the positive and relevant impact of the streamer popularity on consumer trust. Thus, the live streaming viewers are more willing to trust the information shared by a live streamer is they are famous and popular.

H9: *Perceived persuasiveness has a positive impact on consumer trust* and **H10:** *Consumer Trust has a positive impact on perceived persuasiveness*, are both accepted proving that perceived persuasiveness and consumer trust have an impact on each other. Former studies have mentioned the possible relationship between perceived persuasiveness and consumer, but it was not the focus of most studies as the focus was more on the impact of perceived persuasiveness and consumer trust on purchase intention (Zarouali et al., 2018; Luo et al., 2021). The results of the collected data clearly concluded that perceived persuasiveness both have an impact on each other positively. This means that a focus on increasing the perceived persuasiveness of the content's message will increase the consumer trust and vice versa.

H11: *Consumer engagement has a positive impact on the relationship between Perceived persuasiveness and purchase intention*, is rejected refuting the hypothesis that consumer engagement impacts the relationship between perceived persuasiveness and purchase intention. Previous research studies have mostly focused on the impact of consumer engagement on purchase

intention without mention of the possibility of its impact on the relationship between perceived persuasiveness and purchase intention (Lin et al., 2020; Wang and Huang, 2023; Huo et al., 2024). The collected data clearly concludes that although higher consumer engagement slightly strengthens the relationship between perceived persuasiveness and purchase intention with a positive Beta coefficient, this impact will disappear in a larger pool of respondents.

H12: *Consumer engagement has a positive impact on the relationship between Consumer trust and purchase intention*, is rejected refuting the hypothesis that consumer engagement impacts the relationship between consumer trust and purchase intention. Previous research studies have mostly focused on the impact of consumer engagement on purchase intention without mention of the possibility of its impact on the relationship between consumer and purchase intention (Lin et al., 2020; Wang and Huang, 2023; Huo et al., 2024). The collected data clearly concludes that there is no impact at all of consumer engagement on the relationship between consumer trust and purchase intention.

H13: *Consumer engagement has a positive impact on consumer trust*, is accepted proving that consumer engagement has a positive impact on consumer trust. According to previous research, Consumer engagement builds different emotional reactions from the audience which builds commitment and loyalty and lead to building more consumer trust (Ma et al. 2022). Both findings from previous research conclusions and the collected data in this research highlight the positive impact that consumer engagement has on consumer trust. This means that a focus on consumer engagement through live streaming chats and interactions builds more consumer trust, which strengthens the live streamer communication reach and goal during their live streaming content.

H14: *Consumer engagement has a positive impact on intention to purchase*, is accepted proving that consumer engagement has a positive impact on intention to purchase. According to previous research from multiple studies, interaction and feedback make the audience feel valued and encourages engagement, which therefore motivates the consumers and increases their purchase intention (Lin et al., 2020; Wang and Huang, 2023; Huo et al., 2024). Both findings from previous research conclusions and the collected data in this research highlight the positive impact that consumer engagement has on purchase intention. This concludes that building more

interaction with the audience will build a closer relationship with that will lead to them making more purchases.

H15: *Perceived persuasiveness has a positive impact on purchase intention*, is accepted proving that perceived persuasiveness has a positive impact on purchase intention. According to previous research findings, the researchers reached the conclusion that the live streamer's linguistic style that appeals to personality has the greatest impact on the perceived persuasiveness of the message and therefore positively impacts the consumers' purchase intentions (Luo et al., 2021). This goes hand in hand with the conclusion of the collected data findings, proving that consumer engagement positively impacts the consumers' purchase intention.

H16: *Consumer trust has a positive impact on purchase intention*, is accepted proving that consumer trust has a positive impact on purchase intention. According to previous research findings, the researchers reached the conclusion that the stimulus of a visible and interactive live streaming message especially leads to an enhanced consumer trust which ultimately led to an increase in the consumers' purchase intention (Lin et al., 2020; Zhang et al., 2023). This goes hand in hand with the conclusion of the collected data findings, proving that consumer trust positively impacts the consumers' purchase intention. This means that building a stronger relationship of trust in live streaming with the audience will lead to an increase in their purchase intention.

To conclude, 14 of the 16 hypotheses were accepted and confirmed from the collected data from a pool of 289 respondents. It was concluded that the four studied live streamer characteristics in this research (attractiveness, interactivity, expertise and popularity) have a positive impact on both perceived persuasiveness of the message and consumer trust. Other than that, it was concluded that perceived persuasiveness of the message and consumer trust have a positive impact on each other and a positive impact separately on purchase intention. It was also found that consumer engagement has a positive impact on consumer trust and purchase intention. However, consumer engagement has no impact on the relationship between perceived persuasiveness and purchase intention and the relationship between consumer trust and purchase intention.

Implications for organizations: The findings from this research could prove to be useful for businesses, especially in the marketing sector that are trying to partner with live streamers or include live streaming content in their strategy. Organizations can focus on strategically employing

or partnering with live streamers that embody specific characteristics after the confirmation of the positive impact of the studied live streaming characteristics (attractiveness, interactivity, expertise and popularity) on perceived persuasiveness of the message and consumer trust. Other than that, the positive impact of the perceived persuasiveness of the message and consumer trust that have each other and the positive impact that they separately have on purchase intention suggests that organizations should prioritize building stronger relationships of trust through persuasive content that will lead to an increase in sales. Furthermore, the finding that that consumer engagement has a positive impact on consumer trust and purchase intention but no impact on the relationship between perceived persuasiveness and purchase intention and the relationship between consumer trust and purchase intention, indicates that organizations should focus on engagement with their live streaming audience that builds trust and lead to an increase in their purchase intentions. To conclude, the findings of the collected data from this research can help organizations utilize live streaming effectively by aligning their marketing strategies with the right live streaming characteristics that will lead to consumer trust, consumer engagement and higher purchase intention by appealing to consumers from different demographics and backgrounds.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis of previous related research studies and the results of the collected data, the following conclusions can be induced:

1. The live streamer attractiveness positively impacts perceived persuasiveness indicating that the attractiveness of live streamers can enhance the effectiveness of their influence and potentially influence the consumers attitudes and behaviors (Chang et al., 2014; Kim, 2023; Meng and Lin, 2023).
2. The collected data confirms that the live streamer attractiveness positively impacts consumer trust. Previous studies noted a lower impact, but the findings showed that the more the live steamer is attractive, the more consumers are willing to trust their recommendations (Meng and Lin, 2023).
3. The collected data and the findings of previous research prove that the live streamer interactivity positively impacts the perceived persuasiveness of the live streamer's message and consumer trust (Meng and Lin, 2023; Liu and Sun, 2023; Xiong and Li, 2024). Live streamers that actively engage with their viewers build strong trust relationships and enhance the perceived persuasiveness of their message.
4. The findings of the collected data and the findings from related studies confirm that live streamer expertise has a positive impact on perceived persuasiveness and consumer trust (hi et al., 2023; Lawrence and Meivitawanli, 2023; Kim, 2023). Consumers are more willing to trust recommendations and be influenced to change their behaviors and attitudes by a live streamer known for their expertise.
5. The analysis of the collected data and findings from related research reach the conclusion that the live streamer popularity positively impacts perceived persuasiveness and consumer trust (Chang et al., 2014; Luo et al., 2021; Xiong and Li, 2024). Also, popular streamers are often perceived as experts which lead to more trust in their feedback and recommendations (Xiong and Li, 2024).
6. There is a mutual positive impact between perceived persuasiveness and consumer trust. In alignment with previous research findings, this means that enhancing one factor can lead to the growth of the other (Zarouali et al., 2018; Luo et al., 2021).

7. Consumer engagement does not have an impact on the relationship between perceived persuasiveness and purchase intention and the relationship between consumer trust and purchase intention.
8. The research confirms that consumer engagement has a positive impact on both consumer trust and purchase intention. The findings from previous studies reinforce these results by showing that increased interaction with the viewers and interactive content builds more trust with consumers and encourage them to make purchasing decisions (Lin et al., 2020; Ma et al., 2022; Wang and Huang, 2023).
9. Perceived persuasiveness and consumer trust both have a positive impact on purchase intention. Previous research reached the conclusion that effective messaging and trust building enhances the chances of consumers acting on the live streamer's feedback and recommendations (Lin et al., 2020; Luo et al., 2021; Zhang et al., 2023).

In summary, 14 out of the 16 hypotheses were confirmed concluding that the studies live streamer characteristics (attractiveness, interactivity, expertise, and popularity) influence perceived persuasiveness and consumer trust which then affects the consumer purchase intention.

The following recommendations can be inducted from these conclusions:

1. Live streamers should focus on how they physically present themselves by investing in skin care, the way they dress, and how they conduct themselves in front of the camera.
2. Live streamers should prioritize content that motivates viewers to interact with such as live Q&As and podcasts. The live streamers should be honest and open in the way they answer questions to be able to relate authentically with their audience to build trust and lead to stronger consumer relationships.
3. Live streamers should focus on topics they are knowledgeable about and share that knowledge with their audience so that they appear as an expertise and that their feedback would have significance in the purchase decision making process of their consumers.
4. Live streamers should leverage their popularity by doing more collaborations with more famous individuals to build social proof and build trust with their viewers.
5. Live streamers should make sure that their content is not only engaging and entertaining but also informative and persuasive. High quality content will enhance their characteristics and make them more believable and trustworthy.

6. Live streamers should study their engagement metrics to better understand what interests their viewers and build on content that resonates with those interests. That data can be used to build stronger and more reliable content strategies that foster trust, engagement, and influence consumer purchase intention.

These recommendations are based on the findings from the collected data and related research findings which will help enhance consumer trust and engagement that lead to higher purchase intentions.

Research limitations and directions for further research:

41.9% of participants were in the age group between 18 and 24 years old. This means that the collected data mostly were from a younger demographic. The underrepresentation of older age groups may limit the usability of the data on a larger scale since respondents from different generations perceive live streaming and make purchase decisions differently. Thus, future research should include respondents from older demographics to see if that effects the results in any way and make the research more usable for a broader audience.

Only 3.5% of respondents earned more than 3001 EUR per month. This means that there is a small representation of individuals that have a higher income which might be leading to limited results relating to purchase behavior. Thus, future research should focus on how different live streaming characteristics end up impacting purchasing intentions of higher income individuals.

The study of the collected data shows that consumer engagement does not impact the relationship between perceived persuasiveness and purchase intention nor the relationship between consumer trust and purchase intention. The role of consumer engagement seems to be complex and highly important due to its direct positive impact on consumer trust and purchase intention. Hence, future research could further investigate the impact of different types of engagement (emotional, cognitive, and behavioral) on consumer trust and purchase intention which could help in developing new and better strategies to enhance consumer engagement in live streaming.

The further exploration of these limitations can guide researchers and marketers to a better understanding of the impact of different live streamer characteristics on perceived persuasiveness, consumer trust and eventually purchase intention which will lead to more comprehensive results.

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THE IMPACT OF LIVE STREAMER'S CHARACTERISTICS, PERCEIVED
PERSUASIVENESS OF VIDEO STREAMING CONTENT AND TRUST WITH LIVE
STREAMER ON CONSUMER PURCHASE INTENTION

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Master thesis

MARKETING AND INTERGRATED COMMUNICATIONS STUDY PROGRAMME

Vilnius University, Faculty of Economics and Business Administration

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SUMMARY

84 pages, 25 tables, 89 references.

The master thesis investigates the impact of live streamer's characteristics on consumer trust, perceived persuasiveness, and consumer engagement on purchase intention in the context of live streaming social commerce. Live streaming is an internet based real time interaction communication medium that has gained significant consumer attention with a projected market growth of 196.5 billion by 2029 (Bruce et al., 2018; Statista). Academic exploration is necessary under this immense growth.

The master thesis aim is to analyse the way certain live streamer characteristics, attractiveness, interactivity, expertise and popularity, impact and influence consumer behaviours, in particular consumer trust, consumer engagement, perceived persuasiveness and purchase intentions. The research utilizes the Stimuli-Organism-response (SOR) model to build the relationship between these variables with a focus on the emotional response from the live streaming viewers. The collected studies data was from 289 respondents was used to assess 16 hypotheses related to the different effects and impacts between those variables.

The findings showcase that 14 out of the 16 hypotheses were confirmed and accepted. This indicated a strong positive correlation between the live streamer characteristics and both perceived persuasiveness and consumer trust and these latter and purchase intention. The live streamer attractiveness, interactivity, expertise, and popularity were found to positively impact the perceived persuasiveness of their message which build stronger trust with the consumer. Other than that, a strong consumer trust has shown to positively impact the perceived persuasiveness of the message and for both of them to directly and positively impact the consumer purchase intention.

The results and conclusions of this thesis contribute to the previously conducted research on live streaming social commerce by focusing on gaps in understanding of the emotional and persuasive dynamics between the different presented variables. The study also highlights the importance of engaging live streaming content in building emotional responses through the presented live streamer characteristics.

TIESIOGINIO TRANSLIUOTOJO CHARAKTERISTIKŲ, VAIZDO TRANSLIACIJOS TURINIO
ĮTIKINAMUMO IR PASITIKĖJIMO TIESIOGINIU TRANSLIUOTOJU ĮTAKA VARTOTOJŲ
KETINIMUI PIRKTI

Yassine Hamidallah

Magistro baigiamasis darbas

RINKODAROS IR INTEGRUOTŲJŲ KOMUNIKACIJŲ STUDIJŲ PROGRAMA

Vilniaus universiteto Ekonomikos ir verslo administravimo fakultetas

Darbo vadovas: Prof. Dr. Indrė Radavičienė

Vilnius, 2025

SANTRAUKA

84 puslapių, 25 lentelės, 89 nuorodos.

Magistro darbe nagrinėjamas tiesioginių transliacijų teikėjo charakteristikų poveikis vartotojų pasitikėjimui, suvokiamam įtikinamumui ir vartotojų įsitraukimui į pirkimo ketinimą tiesioginės transliacijos socialinės komercijos kontekste. Tiesioginės transliacijos yra internetu pagrįsta realaus laiko sąveikos komunikacijos terpė, sulaukusi didelio vartotojų dėmesio, o prognozuojama, kad iki 2029 m. jos rinka išaugs 196,5 mlrd. (Bruce ir kt., 2018; Statista). Atsižvelgiant į šį didžiulį augimą, būtini akademiniai tyrimai.

Magistro darbo tikslas – išanalizuoti, kaip tam tikros tiesioginių transliacijų teikėjų charakteristikos, patrauklumas, interaktyvumas, kompetencija ir populiarumas, veikia vartotojų elgseną, ypač vartotojų pasitikėjimą, įsitraukimą, suvokiamą įtikinamumą ir pirkimo ketinimus. Tyrime naudojamas dirgiklių-organizmų-atsako (SOR) modelis, siekiant sukurti ryšį tarp šių kintamųjų, daugiausia dėmesio skiriant tiesioginių transliacijų žiūrovų emocinei reakcijai. Surinkti tyrimo duomenys iš 289 respondentų buvo panaudoti 16 hipotezių, susijusių su skirtingu poveikiu ir poveikiu tarp šių kintamųjų, įvertinimui.

Išvados rodo, kad 14 iš 16 hipotezių buvo patvirtintos ir priimtose. Tai rodo stiprią teigiamą koreliaciją tarp tiesioginių transliuotojų charakteristikų ir tiek suvokiamo įtikinamumo, tiek vartotojų pasitikėjimo, o pastarojo – ir pirkimo ketinimo. Nustatyta, kad tiesioginių transliuotojų patrauklumas, interaktyvumas, kompetencija ir populiarumas teigiamai veikia suvokiamą jų žinutės įtikinamumą, o tai stiprina vartotojų pasitikėjimą. Be to, stiprus vartotojų pasitikėjimas teigiamai veikia suvokiamą žinutės įtikinamumą ir abu šie veiksniai tiesiogiai ir teigiamai veikia vartotojų pirkimo ketinimą.

Šio darbo rezultatai ir išvados papildo anksčiau atliktus tiesioginio transliavimo socialiniuose tinkluose tyrimus, daugiausia dėmesio skiriant emocinės ir įtikinamosios dinamikos tarp skirtingų pateiktų kintamųjų supratimo spragoms. Tyrime taip pat pabrėžiama įtraukiančio tiesioginio transliavimo turinio svarba emocinių reakcijų kūrimui per pateiktas tiesioginio transliavimo charakteristikas.

APPENDIXES

Annex 1 Questionnaire 1: Kai Cenat

Dear respondent,

My name is Yassine, and I am a Master's student in Marketing and Integrated Communication at Vilnius University. This questionnaire is part of my Master thesis which focuses on analyzing the impact of live streamer characteristics, the perceived persuasiveness of their content and consumer trust on consumer purchase intention. This questionnaire is conducted for scientific research purposes and is anonymous. It will take approximately 7-10 minutes to complete.

Thank you for contributing to my research!

- In the last six months, have you watched any live streaming content from a content creator who has promoted or endorsed a product or service during their stream?
 - Yes
 - No (If the answer is no, please make sure to leave the survey. Thank you!)

- In the last six months, have you watched any live streaming content from a content creator who has promoted or endorsed a product or service during their stream?
 - I am very familiar with the brand and its products. /I have heard of the brand and know a little about it.
 - I am not familiar with this brand. (If you select this option, please discontinue the survey. Thank you!)

Please watch the clip below from Kai Cenat live stream collaboration with Nike. Kai Cenat is one of the most popular live streamers in the world. He gained popularity through gaming streams, challenges, vlogs, high energy, and humorous interactions with comedians and celebrities on Twitch and Youtube. He is now an official ambassador for the Nike brand and the first live streamer to partner with the brand.



https://www.tiktok.com/@overtimekicks/video/7419384359448284459?_r=1&_t=ZM-8v0vUkHX4uU

- Please watch the live streaming clip from Kai Cenat advertising a Nike shoe and evaluate the following statements from 1 to 7, where 1 is for ‘Strongly disagree’ and 7 is for ‘Strongly agree’:
1. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your opinion of Kai Cenat’s attractiveness:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
I feel that the live streamer is classy							
I feel that the live streamer is handsome							
I feel that the live streamer is elegant.							
I feel that the live streamer is sexy.							

2. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your opinion of Kai Cenat’s expertise:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
The live streamer possesses professional skills							
The live streamer has special expertise							
The live streamer is highly knowledgeable about the product he promotes							
This live streamer is highly experienced in live streaming and sales							

3. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your opinion of Kai Cenat’s Interactivity:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
The live streamer has good interactions with me during their live streaming							
The live streamer has good interactions with the audience during their live streaming							
The live streaming content of the live streamer allows me to participate effectively							
When interacting with the live streamer, I could easily get the information I needed							

4. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your opinion of Kai Cenat’s popularity:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree

The live streamer is an influential public figure							
The words and actions of the live streamer can influence their followers							
This live streamer is famous							

5. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your trust with Kai Cenat:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
I believe in the information that the live streamer provides through live streaming.							
I can trust the live streamer.							
I believe the live streamer is trustworthy.							
I do not think that the live streamer would take advantage of me.							

6. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your engagement with Kai Cenat:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
I would spend more time on pages that have e-commerce live streaming							
I would become a fan and a follower of the live streamer							
I am likely to revisit the live streamer's page to watch their new live videos in the near future							
In the near future, I will buy products from the live streamer							

I am likely to recommend the live streamer to my friends							
--	--	--	--	--	--	--	--

7. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your opinion of Kai Cenat's perceived persuasiveness:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
I consider the live streaming content to be convincing							
I consider the live streaming content to be believable							
I consider the live streaming content to be trustworthy							
The live streaming content changed my impression toward the product							

8. After watching the Kai Cenat live streaming clip above, please evaluate how the following statements describe your purchase intention based on the Kai Cenat live streaming clip:

	1 - Strongly disagree	2	3	4	5	6	7 – Strongly agree
I hope I can purchase the product recommended by live streamer							
I may purchase the product recommended by live streamer							
I plan to purchase the product recommended by the live streamer							
I will purchase the product recommended by live streamer							

9. Please choose your gender:

- Female
- Male

10. Please choose your age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64

11. What is your education level?

- High school graduate
- Bachelor's degree
- Master's degree
- Doctorate degree

12. What is your average monthly income after taxes?

- 0-500 Eur
- 501-1000 Eur
- 1001-2000 Eur
- 2001-3000 Eur
- More than 3001 EUR

Annex 2 Reliability of “Streamer Attractiveness” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,939	,940	4

Annex 3 Reliability of “Streamer Expertise” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,944	,944	4

Annex 4 Reliability of “Streamer Interactivity” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,948	,948	4

Annex 5 Reliability of “Streamer Popularity” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,958	,959	3

Annex 6 Reliability of “Consumer trust” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,942	,943	4

Annex 7 Reliability of “Consumer engagement” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,966	,966	5

Annex 8 Reliability of “Perceived persuasiveness” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,951	,951	4

Annex 9 Reliability of “Purchase Intention” scale

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,967	,967	4

Annex 10 Linear regression analysis results for H1

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1,459	,153		9,506	<,001
	Attractiveness	,676	,035	,751	19,215	<,001

a. Dependent Variable: Persuasiveness

Annex 11 Linear regression analysis results for H2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,426	,164		8,688	<,001
	Attractiveness	,649	,038	,714	17,245	<,001

a. Dependent Variable: Trust

Annex 12 Linear regression analysis results for H3**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,795	,151		5,269	<,001
	Interactivity	,805	,034	,816	23,894	<,001

a. Dependent Variable: Persuasiveness

Annex 13 Linear regression analysis results for H4**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,655	,155		4,216	<,001
	Interactivity	,805	,035	,808	23,204	<,001

a. Dependent Variable: Trust

Annex 14 Linear regression analysis results for H5**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,270	,169		7,503	<,001
	Expertise	,709	,038	,737	18,430	<,001

a. Dependent Variable: Persuasiveness

Annex 15 Linear regression analysis results for H6**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,100	,171		6,438	<,001
	Expertise	,716	,039	,737	18,432	<,001

a. Dependent Variable: Trust

Annex 16 Linear regression analysis results for H7

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,260	,177		7,128	<,001
	Popularity	,663	,038	,722	17,666	<,001

a. Dependent Variable: Persuasiveness

Annex 17 Linear regression analysis results for H8

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,029	,174		5,903	<,001
	Popularity	,683	,037	,737	18,441	<,001

a. Dependent Variable: Trust

Annex 18 Linear regression analysis results for H9

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,458	,140		3,271	,001
	Persuasiveness	,857	,031	,849	27,227	<,001

a. Dependent Variable: Trust

Annex 19 Linear regression analysis results for H10

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,787	,133		5,904	<,001
	Trust	,842	,031	,849	27,227	<,001

a. Dependent Variable: Persuasiveness

Annex 20 Multiple Linear Regression with an interaction term results for H11

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,082	,059		69,362	<,001
	Persuasiveness_C	,590	,065	,549	9,109	<,001
	Engagement_C	,352	,062	,342	5,679	<,001
	Int_Pers_Eng	,016	,020	,025	,804	,422

a. Dependent Variable: IntensionToPurchase

Annex 21 Multiple Linear Regression with an interaction term results for H12

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4,111	,060		68,863	<,001	3,994	4,229
	Zscore(Trust)	,717	,086	,470	8,370	<,001	,548	,886
	Zscore(Engagement)	,643	,086	,421	7,479	<,001	,474	,813
	Int_Trust_Eng	,000	,044	,000	-,004	,997	-,087	,086

a. Dependent Variable: IntensionToPurchase

Annex 22 Linear regression analysis results for H13

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,743	,139		5,350	<,001
	Engagement	,805	,032	,832	25,411	<,001

a. Dependent Variable: Trust

Annex 23 Linear regression analysis results for H14

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,657	,156		4,213	<,001
	Engagement	,837	,036	,812	23,541	<,001

a. Dependent Variable: IntensionToPurchase

Annex 24 Linear regression analysis results for H15

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,306	,153		2,001	,046
	Persuasiveness	,904	,034	,841	26,238	<,001

a. Dependent Variable: IntensionToPurchase

Annex 25 Linear regression analysis results for H16**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,557	,155		3,586	<,001
	Trust	,874	,036	,820	24,251	<,001

a. Dependent Variable: IntensionToPurchase