



A study on the impact of real-time evaluation of e-commerce live broadcasts on the purchase intention of beauty consumers - with consumer involvement as the medium

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Abstract

With the rise of e-commerce live streaming, consumers can quickly access product information through live interactions and real-time comments. These instant reviews play a crucial role in shaping purchasing decisions.

This study employs a questionnaire survey to collect valid sample data and applies statistical methods such as regression and correlation analysis to examine the relationship between real-time reviews and beauty consumers' purchase intentions. It further explores how consumer involvement moderates this relationship. The findings indicate that real-time reviews have a significant positive influence on purchase intentions during live broadcasts, with both the quantity and quality of reviews strongly correlating with consumer buying behavior. Additionally, product attitude serves as a key mediator between real-time reviews and purchase intentions. Consumers with higher involvement tend to pay closer attention to real-time reviews, making their impact on purchase decisions even more pronounced.

For beauty brands, leveraging the real-time review function in e-commerce live streaming is essential. Encouraging consumers to leave positive reviews can enhance brand trust and product recognition, ultimately driving purchase intentions. Furthermore, increasing consumer involvement can amplify the positive effects of real-time reviews on buying decisions.

Keywords: Real-time Reviews, Consumer Involvement, Purchase Intention, Product Attitude.

1. Introduction

With the advancement of mobile communication technology, the widespread adoption of smart mobile devices has driven the rapid growth of the e-commerce market. According to surveys, the size of China's online shopping market increased from 268.5 billion yuan in 2009 to 15,426.4 billion yuan in 2023, with a peak growth rate of 86.21% in 2010. Despite the restrictions on economic activities caused by the global COVID-19 pandemic in 2020, e-commerce maintained strong growth, particularly driven by emerging technologies such as live-streaming commerce and cross-border e-commerce. As a result, the share of online shopping rose to 31.30% in 2022 and further to 32.75% in 2023, indicating the solidification of online shopping habits.

Meanwhile, China's live-streaming e-commerce market experienced exponential growth from 2017 to 2023, reaching a market size of 1,094.8 billion yuan in 2023, with an average annual growth rate exceeding 50%. The beauty e-commerce sector also witnessed significant expansion, growing from 464.5 billion yuan in 2021 to 1,094.8 billion yuan in 2023, largely fueled by the rise of live-streaming sales and social commerce.

Overall, from 2017 to 2023, China's beauty e-commerce market transitioned from a rapid expansion phase to a stage of mature development. Although growth rates have gradually slowed, the market continues to expand. In the future, the development of the beauty e-commerce live-streaming industry will rely on innovative sales channels, technological advancements, and the ability to meet diverse consumer demands. Consequently, how to leverage real-time reviews to influence consumer purchase intentions has become a key research focus.

As China's beauty e-commerce market matures, this study aims to explore: (1) how real-time reviews in livestreams influence consumers' purchase intentions; and (2) whether consumer involvement moderates this effect.

1.1 Innovativeness

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This study offers a novel research perspective by exploring the impact of real-time reviews on consumers' purchase intentions in the context of e-commerce livestreaming, grounded in involvement theory, consumer decision-making theory, and Maslow's hierarchy of needs. It also examines the moderating role of consumer involvement in this relationship.

Currently, there is no unified definition of real-time reviews in existing literature, and disagreements remain regarding its dimensions. With the rise of livestream commerce, consumers' information acquisition channels have shifted. This study investigates how real-time reviews in livestream settings influence beauty consumers' purchase intentions and introduces product attitude as a mediating variable to explore the underlying mechanism. The findings aim to offer new managerial insights for business practitioners.

2. Objectives

1) To examine the specific impact of real-time comments in livestreaming rooms on consumers' purchase intentions, and to quantify the extent of this impact in order to clarify the mechanism through which real-time evaluation functions in the context of e-commerce livestreaming.

2) To investigate whether product attitude serves as a mediating variable between real-time evaluation and consumers' purchase intention. This objective also aims to explore the differential effects of various types of real-time comments on consumer decision-making, and to identify which type of evaluation most effectively enhances purchase intention.

3) To explore the moderating role of consumer involvement by analyzing how consumers with different levels of involvement respond to real-time evaluations, and to assess whether involvement amplifies or weakens the effect of real-time comments on purchase intention.

3. Materials and Methods

3.1 Literature Review

3.1.1 Purchase Intention

1) Concept and Research Status of Purchase Intention

Purchase intention can be regarded as consumers' perceived level of trust in a product, where higher trust leads to stronger purchase intention (Zhang Chuang, 2024). This study defines purchase intention as the likelihood of consumers purchasing beauty products from a live-streaming e-commerce platform after watching a host's product presentation.

Consumer decision-making theory suggests that factors such as festive atmospheres and interactivity can stimulate emotionally driven decisions, with female consumers being more inclined toward effective decision-making. Moreover, purchase intention tends to increase with rising income levels (Xiao Wenlong, 2024). Additionally, packaging, advertising, and brand image can enhance emotional responses, while brand effects further facilitate decision-making. Existing research primarily focuses on strategies to stimulate purchase intention, but trust issues concerning beauty products and online shopping require further exploration.

2) Measurement of Purchase Intention

Purchase intention is a key factor influencing purchasing behavior, making it essential to explore its underlying mechanisms. Based on emotional involvement, online consumers' purchase intention can be categorized into affective and cognitive dimensions. The affective dimension assesses consumer satisfaction, with higher satisfaction leading to stronger purchase intention (Alnawas and Aburub, 2016). This study examines beauty consumers' purchase intention by measuring their probability of purchasing products in a live-streaming e-commerce setting.

3.1.2 Consumer Involvement

1) Concept and Research Status of Consumer Involvement

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The concept of "involvement" was introduced into marketing by Krugman, and Zaichkowsky (1985) categorized it into advertising involvement, product involvement, and purchase decision involvement. Among these, product involvement measures the degree of association between consumers and products. This study defines consumer involvement as the degree of consumer demand for beauty products, where higher demand leads to more active information search behavior. The influence mechanism of consumer involvement on purchase intention varies, as high- and low-involvement consumers follow different decision-making paths. However, existing research lacks exploration into how real-time reviews impact consumer involvement.

2) Measurement of Consumer Involvement

The "Importance dimension" evaluates consumers' perceived importance of a product—higher perceived necessity leads to higher involvement, making consumers more attentive to relevant information (Zhang Chuang, 2024). The "Relevance dimension" assesses the alignment between a product and consumers' personal needs, interests, and values. A higher degree of alignment leads to greater time and effort investment in decision-making, with increased attention to positive information (Hu Zhigang, 2021).

In summary, consumers' collection of real-time reviews depends on their personal needs and the perceived importance of the product. The stronger the demand, the greater the volume of reviews collected. Therefore, this study classifies consumer involvement into two dimensions—importance and relevance—to measure consumers' perceived level of involvement.

3.1.3 Real-Time Reviews

1) Concept and Research Status of Real-Time Reviews

Real-time reviews refer to consumers' immediate feedback on products and live-streaming content through on-screen comments or bullet chats while watching e-commerce live streaming. This review format is highly interactive and enhances the overall live streaming atmosphere. Therefore, this study defines real-time reviews as the opinions or emotions expressed by consumers or viewers through rapidly scrolling text on the screen while watching videos or live streams.

Real-time reviews play a crucial role in consumer decision-making. They provide clearer product information, address consumer concerns, and enhance product influence through interaction (Xu Xianghong, 2022). Existing research primarily focuses on how real-time reviews impact purchasing decisions, including how positive reviews increase purchase intention and how enhanced consumer perceived value and interactive experiences encourage active participation.

2) Measurement of Real-Time Reviews

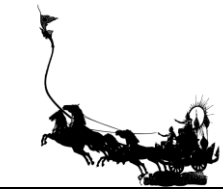
Studies in the context of e-commerce live-streaming suggest that real-time reviews can be categorized based on "length" and "professionalism". Reviews that are too short tend to be overlooked, whereas longer reviews attract more consumer attention, increasing perceived objectivity and reference value, and thereby enhancing purchase intention (Guo Yongchao, 2023).

This study examines beauty consumers' purchasing decisions in e-commerce live-streaming. Given beauty consumers' focus on product efficacy and attributes, this study emphasizes the impact of real-time reviews on decision-making. Therefore, real-time reviews are categorized into two dimensions: "quality" and "quantity".

3.1.4 Product Attitude

1) Concept and Research Status of Product Attitude

Rosenberg's (1960) tripartite model of attitude is widely recognized, proposing that consumer attitudes consist of cognitive, affective, and behavioral components, which interact with one another. Based on this framework, this study defines product attitude as consumers' overall evaluation of a product, shaped by their emotions, cognition, and behavioral tendencies. Purchase intention is an effective predictor of consumer behavior, and a positive product attitude enhances product acceptance. When product attributes



align with consumer interests or brand messaging meets expectations, consumers are more likely to develop a favorable attitude toward the product, leading to a more positive decision-making process (Xia Qinying, 2024).

2) Measurement of Product Attitude

In e-commerce contexts, when consumers lack sufficient product information, they rely on personal preferences and prior knowledge to form attitudes. However, when businesses provide marketing information, these inputs shape consumer attitudes, primarily through cognition, affect, and intention (Qi Wene, 2023). Therefore, this study categorizes product attitude into two measurement dimensions: “cognitive” and “affective” aspects.

3.2 Relevant Theories

3.2.1 Involvement Theory

The study of involvement theory can be traced back to 1947 when American scholars Sherif and Cantril introduced the concept of "self-involvement" to predict how an individual's status or role influences their susceptibility to persuasion or opposing opinions. In the context of beauty products, the higher a consumer's interest in such products, the more actively they engage in evaluating product attributes. When a live-streaming session aligns with a consumer's personal interests, they are more likely to watch for an extended period, passively acquiring more product-related information. This continuous exposure strengthens the role of beauty products as stimuli in the consumer decision-making process, ultimately increasing the likelihood of purchasing beauty products promoted in the live streaming.

3.2.2 Consumer Purchase Decision Theory

Consumer purchase decision refers to the process by which consumers evaluate product, brand, or service attributes and subsequently choose and purchase a product that meets their specific needs. Instant evaluation is a distinctive feature of e-commerce live streaming, providing a wealth of real-time feedback from various consumers. As consumers receive instant evaluations of beauty products in a live-streaming session, the increased flow of information aids in assessing product characteristics, allowing them to make more informed purchasing decisions based on their individual needs.

3.3 Research Methods

1) Survey Method: By reviewing relevant literature, the necessary survey tools for this study were designed. After selecting samples and collecting data, the existing beauty consumers' purchase intentions were analyzed. The survey method allows for accurate quantification of the relationship between real-time evaluations, purchase intention, and consumer involvement, leading to statistically significant conclusions.

2) Regression Analysis: A questionnaire on beauty consumers' purchase intention was designed for the e-commerce livestreaming context. Data on beauty consumers' purchase intentions were collected through the questionnaire, and statistical software was used to analyze the mechanisms among purchase intention, real-time evaluation, and consumer involvement. Through regression analysis, the relationships between real-time evaluations, consumer involvement, and purchase intention can be quantified, verifying whether consumer involvement mediates the relationship between real-time evaluations and purchase intention.

3.4 Research Hypotheses

Based on the above research, this study proposes the following hypotheses:

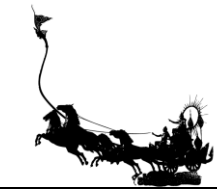
H1: Positive instant evaluations positively influence beauty consumers' purchase intention.

H2: Positive instant evaluations positively influence product attitude.

H3: Product attitude positively influences beauty consumers' purchase intention.

H4: Product attitude mediates the relationship between instant evaluations and purchase intention.

H5: Consumer involvement moderates the effect of instant evaluations on purchase intention.



3.5 Scale Design

This study refers to relevant literature and validated measurement scales from previous research to develop the measurement scale used in this study. The final measurement scale is presented in Table 1.

Table 1 Measurement Scale Design of This Study

Scale	Dimension	Item	Item No.
Instant Evaluation Scale	Quantity of Evaluations	There were a considerable number of positive instant evaluations for beauty products in this live streaming.	1
		The positive instant evaluations provided a large amount of useful information in this live streaming.	2
		The number of positive instant evaluations helped me better understand the attributes of the beauty product.	3
	Quality of Evaluations	The content of the positive instant evaluations in this live streaming was relevant to the product.	4
		The content of the positive instant evaluations in this live streaming seemed authentic and credible.	5
		The content of the positive instant evaluations in this live streaming was clear and easy to understand.	6
		The positive instant evaluations were more objective compared to other comments.	7
Product Attitude Scale	Cognitive	The quality of the beauty products in this live streaming is trustworthy.	8
		Purchasing the beauty products featured in this live streaming is a wise decision.	9
		The purchasing process of beauty products in this live streaming is enjoyable.	10
	Affective	After watching this live streaming, I like the beauty products introduced by the host even more.	11
		The beauty products introduced by the host in this live streaming are highly trustworthy.	12
		Among similar products, I am more interested in the beauty products introduced in this live streaming.	13
Consumer Involvement Scale	Importance	I am very interested in the beauty products introduced in this live streaming.	14
		Participating in this live streaming event has had a positive impact on my life.	15
	Relevance	Before joining this live streaming event, if there were beauty products I was interested in, I would look up information related to the event.	16
		If there were beauty products I was interested in, it would be worthwhile to spend time learning about the live streaming event.	17
Purchase Intention Scale		I have considered purchasing the beauty products introduced in this live streaming.	18
		I am more willing to purchase the beauty products introduced in this live streaming.	19
		I would recommend the beauty products introduced in this live streaming to my friends.	20

3.6 Theoretical Framework Diagram

Figure 1 shows the theoretical framework of this study, clearly illustrating the interrelationships between the variables.

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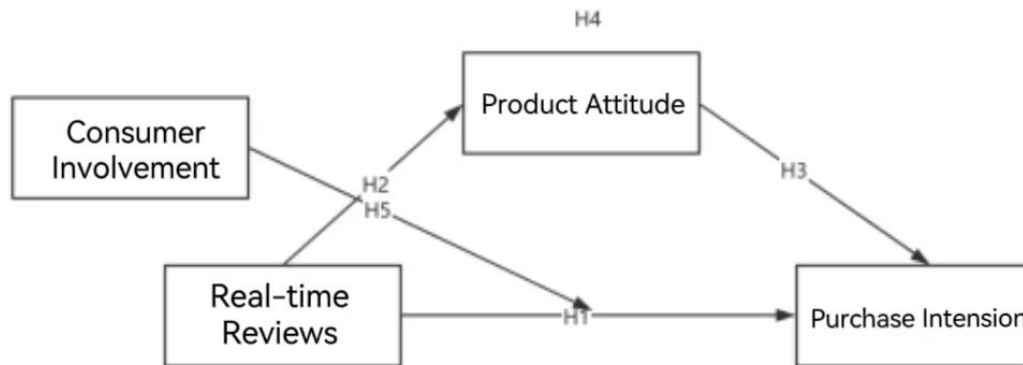


Figure 1 Theoretical Framework Diagram

4. Results and Discussion

After the design phase, a finalized questionnaire was developed and distributed through an online survey platform. Following the screening and removal of invalid responses, a total of 529 valid questionnaires were collected, with an effective response rate of 96%.

4.1 Reliability Analysis

SPSS software was used to conduct the reliability analysis. The study required Cronbach's α coefficient to be greater than 0.7 and the Corrected Item-Total Correlation (CITC) value to exceed 0.5. Reliability tests were conducted for all scales, and the results indicate that they meet the required standards, demonstrating high internal consistency.

4.2 Validity Testing

4.2.1 Model Fit Validity

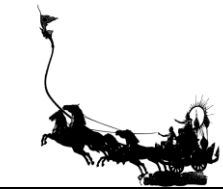
The analysis results showed that the chi-square coefficients of all variables were significantly lower than 3, while the values of CFI, TLI, IFI, and GFI were all greater than 0.9. These findings suggest that the measurement scales designed in this study demonstrate excellent model fit validity.

4.2.2 Convergent Validity

The composite reliability (CR) of all variables exceeded 0.5, and the average variance extracted (AVE) was greater than 0.7. Both indicators were above acceptable levels, demonstrating that the convergent validity of the measurement scales meets empirical research requirements.

4.3 Descriptive Analysis

In terms of gender, females make up 71.6%, significantly higher than males (28.4%), indicating a higher demand for beauty products among women. Age-wise, most consumers are young, with nearly 50% falling between 23 and 28 years old. Regarding education, 58.2% have a college degree or lower, suggesting beauty consumption is not limited to highly educated groups. Professionally, the majority are civil servants (22.1%) and white-collar workers (20.8%), with diverse occupational backgrounds. For monthly income, most consumers earn below 3000 RMB (29.9%) or between 3000 and 5000 RMB (27.4%), showing the market includes both low and middle-income groups. Overall, the sample characteristics align with the core target audience for e-commerce beauty live streams, mainly young women, with monthly incomes between 3000-8000 RMB, and occupations such as civil servants or white-collar workers.



4.4 Correlation Analysis*

To examine the relationship between independent and dependent variables, Pearson correlation analysis was conducted, and the results are presented in Table 2. The findings indicate a moderate positive correlation between the number of evaluations and purchase intention, suggesting a relatively weaker effect. However, all other variables exhibit strong positive correlations. Based on these results, hypotheses H1, H2, and H3 are preliminarily supported.

Table 2 Correlation Analysis Results

Variable	Purchase Intention	Positive Real-Time Evaluation	Product Attitude	Evaluation Quantity	Evaluation Quality	Cognition	Emotion
Purchase Intention	1						
Positive Real-Time Evaluation	.624**	1					
Product Attitude	.725**	.780**	1				
Evaluation Quantity	.437**	.859**	.582**	1			
Evaluation Quality	.652**	.930**	.789**	.611**	1		
Cognition	.636**	.762**	.926**	.575**	.766**	1	
Emotion	.712**	.691**	.934**	.510**	.703**	.731**	1

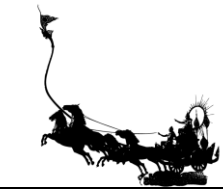
4.5 Regression Analysis

Regression analysis was conducted using SPSS to examine the impact of positive real-time evaluation on purchase intention, the impact of product attitude on purchase intention, and the influence of positive real-time evaluation on product attitude. As shown in Table 3, the relationships among variables are statistically significant, demonstrating strong predictive power.

Table 3 Regression Analysis Results

Dependent Variable	Model	Unstandardized Coefficients	Standardized Coefficients	Significance	Collinearity Statistics
Purchase Intention	1	(Constant)	0.69	0.151	4.555
		Positive Instant Feedback	0.771	0.042	0.624
	R ²	0.389			
Purchase Intention	1	(Constant)	0.745	0.114	6.565
		Product Attitude	0.783	0.032	0.725
	R ²	0.526			
Product Attitude	1	(Constant)	0.252	0.112	2.248
		Positive Instant Feedback	0.893	0.031	0.78
	R ²	0.608			

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4.6 Mediation Effect Analysis

This study employed the PROCESS macro in SPSS to test the mediating effect between variables. After constructing the model and conducting 2,000 bootstrap resamples, the mediating effect coefficient of product attitude between positive real-time reviews and purchase intention was found to be 0.2. The 95% confidence interval did not include zero, indicating that product attitude plays a mediating role in the relationship between positive real-time reviews and purchase intention. Therefore, Hypothesis H4 is supported.

Table 4 Results of Mediation Effect Analysis

Path	Effect Size	95% CI Lower Bound	95% CI Upper Bound	Mediation Effect
Mediation Path	0.475	0.377	0.567	Supported
Direct Path	0.149	0.017	0.270	
Total Effect	0.822			

4.7 Moderation Effect Analysis

According to the results of the path analysis, the interaction effect between the moderator and the independent variable significantly influences the dependent variable, indicating that consumer involvement moderates the relationship between instant reviews and consumer purchase intention. The estimated coefficient of the interaction term is 0.153, with a p-value less than 0.05, suggesting that the moderator has a significant moderating effect.

Therefore, Hypothesis H5 is supported.

4.8 Research Findings

4.8.1 Positive Instant Feedback Positively Influences Beauty Consumers' Purchase Intentions

When consumers see positive feedback through interactive comments during live streaming or receive endorsements from the host, they quickly develop a sense of trust and favorability toward the product. In this scenario, viewers tend to make purchase decisions within a short period, as the real-time nature of live streaming and the interactive atmosphere enhance the perceived credibility of the product, thereby increasing consumers' purchase intentions.

4.8.2 Positive Instant Feedback Positively Influences Product Attitude

When multiple positive evaluations appear in a live streaming, consumers perceive widespread approval and high recognition of the product. These positive comments create emotional resonance, gradually improving consumers' perceptions of the product.

4.8.3 Product Attitude Positively Influences Beauty Consumers' Purchase Intentions

In e-commerce live streaming, consumers' purchase intentions are largely determined by their attitudes toward a product. If consumers have a favorable impression of a particular beauty product, they are more inclined to purchase it.

4.8.4 Product Attitude Mediates the Relationship Between Instant Feedback and Purchase Intentions

Positive instant feedback can alter consumers' attitudes toward a product, and the formation of a positive attitude further enhances their purchase intentions. When viewers receive instant feedback, they develop a sense of approval toward the product, making them more likely to make a purchase decision.

4.8.5 Consumer Involvement Moderates the Effect of Instant Feedback on Purchase Intentions

Highly involved consumers exhibit a stronger interest and demand for beauty products, making them more sensitive to product evaluations. The interactive nature of live streaming has a greater impact on their purchase decisions.



5. Conclusion

5.1 Research Implications

5.1.1 Encouraging Consumers to Provide a High Quantity of Positive and High-Quality Instant Feedback

In e-commerce live streaming, businesses can adopt various strategies to incentivize consumers to share positive instant feedback, thereby enhancing word-of-mouth, strengthening trust, and driving purchases. Hosts can create interactive segments and reward positive feedback with gifts, discount coupons, or special promotions to increase engagement and purchase intention. Additionally, businesses must ensure the authenticity of evaluations to prevent false reviews from negatively impacting consumer decision-making.

5.1.2 Promptly Responding to Negative Instant Feedback

When consumers post negative instant feedback in a live-streaming session, the host should respond promptly, providing objective explanations and clarifications to minimize misunderstandings and dissatisfaction. An effective response strategy not only improves consumers' purchase intentions but also strengthens the brand image and fosters long-term relationships between the brand and consumers.

5.1.3 Enhancing the Quality of Instant Feedback

Businesses should establish rigorous mechanisms to ensure the authenticity and reliability of instant feedback in live streaming, preventing negative sentiments from adversely affecting consumer decision-making. Rather than deliberately removing reasonable negative feedback, businesses should engage in active interaction and implement problem-resolution mechanisms to enhance the consumer experience and maintain brand credibility.

5.1.4 For high-involvement customers, push high-quality instant reviews.

Companies should adopt differentiated strategies based on product involvement levels. For high-involvement products, focus on improving the quality of instant reviews to enhance consumer trust. For low-involvement products, emphasize pricing and promotions. By optimizing high-quality reviews, companies can increase product exposure, reduce perceived risks, and boost purchase intention, driving sales growth.

5.1.5 Implementing Personalized Marketing

Based on involvement and consumer decision-making theories, low-involvement products benefit from immediate incentives like gifts to boost perceived value and ease decisions. High-involvement products require detailed information and trials to build trust. E-commerce platforms should use data to tailor promotions to different involvement levels and improve conversions.

5.2 Research Limitations and Future Prospects

This study integrates relevant theories and literature to construct a theoretical model examining the relationship between consumer purchase intention and instant feedback. Data were collected and analyzed through a questionnaire survey. However, certain limitations remain, leaving room for further improvement.

5.2.1 Limitations in Data Measurement

This study employed a questionnaire survey for data collection, but the design of the questionnaire still has room for optimization. It is crucial to balance the number of questions—too many may cause respondent fatigue, while too few may compromise the comprehensiveness of measurement. Additionally, the reliance on subjective rating scales may impact data accuracy. Future research could explore more objective measurement methods to enhance reliability.

5.2.2 Limitations in Sample Source

The study sample predominantly consists of female respondents, with a relatively small proportion of male participants. Furthermore, the sample is skewed toward individuals with higher education levels (college and above), and the age segmentation is relatively broad. To improve the representativeness and applicability of research findings, future studies should increase the proportion of male participants and consider incorporating underage consumers into the sample.



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Looking ahead, I will continue walking steadfastly on the broad road of life, striving to be a strong and optimistic woman!

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