



A Review of the Impact of Live Streamer Characteristics on Purchase Intention in E-commerce Live Streaming

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ABSTRACT: Against the backdrop of the internet economy, e-commerce live streaming is gradually transforming traditional shopping modes. As a crucial link between products and consumers, the characteristics of live streamers in e-commerce live streaming profoundly influence consumer purchase intention. However, existing research in this area is relatively fragmented and lacks a systematic integration framework, which somewhat limits a comprehensive understanding of the streamers' influence mechanisms. This paper systematically reviews the literature on the impact of live streamer characteristics on consumer purchase intention in e-commerce live streaming. The article first analyses the characteristics and marketing effects of different types of streamers in e-commerce live streaming. It then focuses on exploring three core attributes of streamers— attractiveness, professionalism, and interactivity— and how these traits significantly affect consumer purchase intention. Additionally, the article comprehensively reviews the related theoretical foundations and research methods. In the conclusion, the paper presents future research trends in the study of e-commerce live streamer characteristics. These findings are of significant theoretical and practical importance for understanding the relationship between live streamer characteristics and consumer purchase intention in e-commerce live streaming and guiding e-commerce platforms and merchants in formulating effective marketing strategies.

KEYWORDS: E-commerce Live Streaming, Live Streamer Characteristics, Purchase Intention, Theoretical Foundations, Research Methods.

I. INTRODUCTION

With the rapid advancement of internet technology and widespread adoption of mobile devices, live streaming has emerged as a new social norm, giving rise to novel online business models (Hu & Chaudhry, 2020). Live streaming, as a method of product and service promotion, has become an essential marketing strategy for businesses (Chen et al., 2023). Characterized by high conversion rates and significant marketing effectiveness, live streaming has become a growth

engine for both e-commerce and content platforms. According to the China Internet Center (2023), the live streaming user base in China reached 751 million as of December 2022, accounting for 70.3% of netizens, marking an increase of 47.28 million from the previous year. In the realm of e-commerce live streaming specifically, the user base has grown to 515 million, comprising 48.2% of total netizens, with an increase of 51.05 million compared to the preceding year. This significant user base provides an unprecedented impetus for the rapid development of the e-commerce live streaming industry (Wang et al., 2022). The market for e-commerce live streaming in China has also shown a trend of expansion year over year. Data from iMedia Research Center indicate that the annual sales volume of the Chinese e-commerce live streaming industry reached 1.4354 trillion yuan in 2022, and it is projected to reach 2.1373 trillion yuan by 2025. E-commerce live streaming not only alters traditional shopping modes, offering a more direct and engaging shopping experience for consumers, but also significantly facilitates daily life (Feng & Lu, 2020).

Within the context of e-commerce live streaming, live streamers serve as a crucial link between companies and consumers (Hu, 2022). They assist in product promotion and advertisement for businesses through detailed product descriptions and explanations, thereby enhancing consumers' understanding of the products and increasing sales effectiveness (Li & Li, 2022). During live streaming sessions, streamers can swiftly showcase products' pros and cons to consumers and interact with them in real-time, resolving their queries and substantially enhancing their shopping experience to meet diverse consumer needs (Xiao et al., 2023). As a vital factor influencing conversion rates in e-commerce live streaming, the personal traits of live streamers significantly impact consumer purchase intentions (Han & Xu, 2020).

However, the low entry barriers in the e-commerce live streaming industry have led to a large number of streamers with varying levels of quality, and not every streamer is effective in attracting viewers and monetizing traffic. Even



among streamers with similar follower counts, there are significant differences in their ability to convert followers into sales (Xiao et al., 2023). Consequently, identifying the characteristics that enable a streamer to effectively captivate an audience and maximize the impact of their live streams has become a focal point of interest in both the industry and academic research.

In recent years, numerous scholars have delved into the mechanisms influencing the relationship between streamer characteristics and consumer purchase intentions, accumulating a wealth of research findings. However, a comprehensive and systematic review and analysis of these findings remain lacking, somewhat hindering a thorough understanding of live streamer management practices and future research directions

in the field of e-commerce live streaming. To address this gap, this article aims to systematically review and critique the research related to this topic. Initially, the paper will explore the various types of streamers in e-commerce live streaming and their corresponding marketing effects. Subsequently, it will critique scholars' recent research on streamer characteristics, focusing on key attributes such as attractiveness, professionalism, and interactivity, and examine how these traits significantly influence consumer purchase intentions. Finally, the paper summarizes the relevant theoretical foundations and research methodologies, and provides an analysis and outlook for future research directions, offering insights and references for future academic studies and business marketing practices.

II. THE CONCEPT AND CLASSIFICATION OF LIVE STREAMERS

In the "Regulations on Live Streaming Marketing Activities" published by the China Advertising Association on June 24, 2020, e-commerce live streamers are defined as individuals who interact directly with users in live streaming marketing activities. In this burgeoning market environment, live streamers not only showcase themselves through live broadcasts to attract followers' attention and affection but also become key opinion leaders influencing their followers' decision-making (Bao, 2021). E-commerce live streamers are often viewed as individuals with certain expertise in a product area, showcasing product information and sharing usage experiences through online live streaming features, aiming to achieve brand exposure and product promotion (Gao, 2020). Zhao and Feng (2021) further refined this definition, describing e-commerce live

streamers as a specific group with professional knowledge of the products they recommend and sell, offering high-value products through detailed explanations, sharing product usage experiences, and real-time interaction with consumers.

The types of e-commerce live streamers are diverse and can be classified based on different standards such as content of the live stream, personal identity, and influence (Xiao et al., 2023). Currently, e-commerce live streamers are mainly categorized into four types: professional streamers, shop streamers, government official streamers, and celebrity streamers. As shown in Table 1, these different types of streamers exhibit unique characteristics in live streaming, each with its own strengths in terms of marketing effectiveness (Zhu & Zhou, 2021).

Table 1 Types of Live Streamers

Streamer Type	Key Characteristics	Represented Interests	Notable Examples
Professional Streamer	<ul style="list-style-type: none"> ◆ Professionally trained ◆ Diverse product range ◆ Sufficient streaming duration ◆ Rapid fan base accumulation ◆ High streaming costs 	Platform interests	Viya, Li Jiaqi
Shop Streamer	<ul style="list-style-type: none"> ◆ Streamer is the shop owner or employee ◆ Limited product range ◆ Restricted streaming duration ◆ Slower fan base growth ◆ Lower streaming costs 	Shop interests	Dong Yuhui, Zhang Dayi



Government Official Streamer	<ul style="list-style-type: none"> ◆ Streamer is a government official ◆ Local agricultural or cultural products ◆ Limited streaming duration ◆ High credibility and authority ◆ Lower streaming costs 	Local government interests	Wang Shuai, Chen Can.
Celebrity Streamer	<ul style="list-style-type: none"> ◆ Streamer is a celebrity ◆ Wide product range ◆ Flexible streaming duration ◆ Inherent fan base ◆ Cost dependent on celebrity fame 	Brand interests	Li Xiang, Liu Tao

Source: Xiao, Y. B., Wang, X. H., Yu, J., & Zhao, C. (2023); Wang, S. Y., & He, J. L. (2022); Zhu, D. H., & Chang, Y. P. (2023).

i. Professional Streamers

Professional streamers are often trained by specialized incubation agencies and supported by teams for product selection, design, makeup, and set-up (Han & Xu, 2020). They usually have an in-depth understanding of products, strong communication skills, and are adept at product presentation. Occupying prime live streaming slots, they ensure sufficient streaming duration, quickly attracting a large fan base (Xiao et al., 2023). These e-commerce live streamers have established a mature sales model, capable of promoting and selling products across various types. However, their focus on task-oriented streaming, with less emotional investment in brands or products, may not be conducive to building a loyal consumer base for businesses.

ii. Shop Streamers

Shop streamers, such as Zhang Dayi, Snow Pear, and Dong Yuhui, are sellers or store owners who stream for their own shops or products on e-commerce platforms. They typically possess extensive operational experience and a comprehensive understanding of their store's status, product features, and target demographics. These streamers actively engage with consumers, fostering fan loyalty and preventing significant fan loss (Wang & He, 2022). However, their personal attributes like appearance and sales skills may not match those of professional streamers. Shop streamers often face limitations in streaming duration and may struggle to quickly gather a large customer base for businesses (Lu, 2022).

iii. Government Official Streamers

Government official streamers, with their specific identity as public servants, inherently possess influence and persuasive power. They serve as a bridge between the government and the public, offering efficient and inclusive public services while promoting local specialty agricultural products and cultural resources (Deng, 2020). Since the outbreak of the pandemic in 2020, more government officials have entered live streaming to promote local specialties, playing a significant role in supporting agriculture and poverty alleviation. Their authoritative identity endorses the products they promote, enhancing consumer trust and improving conversion rates (Zhu & Chang, 2023).

iv. Celebrity Streamers

The substantial profits from e-commerce live streaming have attracted numerous celebrities, like Li Xiang, Wang Zulan, and Yi Nengjing, to this platform (Xiao et al., 2023). Celebrity streamers, with their existing popularity in various fields, draw significant audience attention to live streams. They often preheat their live streaming sessions on other social media platforms to gather momentum. While these streamers have a strong promotional impact for brands, their celebrity image may limit their ability to interact authentically with consumers and their product knowledge may not be as extensive as professional or shop streamers.

In the diverse world of e-commerce live streaming, different types of streamers exhibit unique styles and characteristics, each contributing differently to marketing effectiveness. Professional streamers, with their expertise and wide range of products, excel in rapidly enhancing market recognition of brands and products. Shop streamers deepen consumer brand loyalty and trust through their in-depth product knowledge and personalized



presentations. Government official streamers use their authoritative nature to create a trustworthy image for regional specialty products, enhancing the appeal of regional brands. Meanwhile, celebrity streamers leverage their popularity to bring instant exposure and attention to brands and products. Each type of streamer has distinct advantages and limitations. Understanding and leveraging these characteristics can help businesses and e-commerce platforms formulate more effective marketing strategies. Integrating these features, companies can more accurately position their collaborations with streamers to achieve optimal marketing outcomes and return on investment.

III. CHARACTERISTICS OF LIVE STREAMERS

In the field of e-commerce live streaming, researchers primarily explore the characteristics of live streamers from two core perspectives: the impact of the live streaming environment and the role of the streamer's personal traits.

In studies focusing on the live streaming environment, the characteristics of the streamer are seen as key factors significantly influencing the overall environment. For instance, Li et al. (2021) incorporated the interactive characteristics of the streamer into the social system environment, revealing their positive impact on consumer purchase intention. Liang et al. (2022) uncovered how the streamer's approachability modulates consumer purchasing factors during live stream selling. Additionally, some scholars have adopted a multidimensional perspective to examine the role of streamers in the e-commerce live streaming environment. Xu et al. (2020) regarded the interactivity and attractiveness of the streamer as environmental stimuli, while Zhang et al. (2020) viewed the credibility, interactivity, and responsibility of the streamer as integral to the information environment. Liu et al. (2020), utilizing Nvivo10 software and Python web scraping techniques, comprehensively examined the influence of a streamer's professionalism, credibility, attractiveness, and interactivity on consumer purchase decisions. Huang et al. (2021) analysed the impact of streamer characteristics on consumer impulsive buying intentions from both the live streaming platform and the streamer's perspectives.

In research exploring the personal characteristics of streamers, scholars have not only focused on the role of streamers within the live

streaming environment but also delved into their unique personal traits and their profound impact on audience behaviour. For example, Wang (2020) focused on the pragmatic value of Li Jiaqi's language, revealing how it enhances semantic value, narrows the gap with the audience, and conveys emotions to attract and retain viewers. Liu et al. (2022) shifted the focus to the information activeness of e-commerce streamers, exploring how this trait enhances consumer purchase intention and finding that high activeness significantly improves consumers' shopping experience and emotional experience. Moreover, many studies have adopted a multidimensional perspective to discuss streamer characteristics. Zhao and Wang (2021), relying on the S-O-R theory, subdivided streamer characteristics into interactivity, authenticity, professionalism, and popularity, examining their comprehensive impact on consumer behavior. Zhao and Feng (2021) based their research on the S-O-R model to study how a streamer's interactivity, professionalism, and charisma jointly affect consumer purchase intention. Zhu (2022) started from the perspective of psychological distance, revealing how the multidimensional characteristics of e-commerce streamers influence consumer decisions. Guo et al. (2022) focused on the attractiveness, capability, and communication style of the streamer, investigating how these factors affect the streamer's popularity and consumer purchase decisions.

In summary, the study of e-commerce streamer characteristics encompasses various factors from the live streaming environment to the streamer's own attributes, demonstrating their significant role in shaping the success of live streaming and influencing audience behavior. Building on this foundation, this paper will next focus on exploring the three key characteristics of streamers in e-commerce live streaming - attractiveness, professionalism, and interactivity, and how they influence consumer purchase intention. These three characteristics are widely recognized as the core of a streamer's influence and the effectiveness of e-commerce live streaming. Hence, their in-depth analysis not only aids in understanding the mechanisms of streamer influence on consumer behavior but also provides essential insights for e-commerce platforms and streamers themselves to improve live streaming strategies and enhance sales efficiency.



IV. THE IMPACT OF STREAMER ATTRACTIVENESS ON PURCHASE INTENTION

In e-commerce live streaming, the attractiveness of live streamers plays a critical role in shaping audience behavior and attitudes (Xu et al., 2022). Streamers with strong attractiveness significantly enhance consumer attention towards

products and stimulate their curiosity and desire to explore, fostering a positive brand attitude and strengthening purchase intention (Liu et al., 2020). The attractiveness of a streamer typically manifests through various dimensions such as physical appearance and style of live streaming. The following overview presents a literature review on the influence of streamer attractiveness. As shown in Table 2.

Table 2 Representative Literature on Streamer Attractiveness

Representation Form	Focus of Study	Theoretical Basis	Research Method	Literature Source
Physical Attractiveness	Purchase Intention	Persuasion Theory	Questionnaire Survey	Masuda et al. (2022)
Beauty	Purchase Intention	SOR Theory Perceived Value Theory	Questionnaire Survey	Guo et al. (2022)
Good Appearance	Purchase Intention	Perceived Value Theory Flow Experience Theory	In-depth Interview Questionnaire Survey	Liu et al. (2020)
Language Content	Purchase Intention	SOR Theory	Questionnaire Survey	Wang et al. (2022)
Language Behavior	Purchase Intention	SOR Theory	Questionnaire Survey	Gong et al. (2022)
Personality Charm	Purchase Intention	Flow Experience Theory	Questionnaire Survey	Li (2021)

Source: Compilation from several researchers.

In interpersonal interactions, people rapidly form first impressions based on facial cues (Han & Xu, 2020). In e-commerce live streaming, streamers engage in face-to-face interactions with customers via streaming technology. Their physical attractiveness can enhance the perception of their professionalism and credibility, thus strengthening quasi-social relationships (Masuda et al., 2022), and consequently heightening viewers' interest and desire to purchase (Guo et al., 2022). In fact, businesses tend to prefer streamers with outstanding appearance, charming voices, and distinctive personalities, as these traits inherently attract viewers, providing them with a pleasant experience. As Liu et al. (2020) pointed out, viewers are more likely to experience pleasure and form positive attitudes and purchase intentions towards products when watching attractive streamers.

Beyond physical attractiveness, other traits of streamers also significantly impact viewers. For instance, when streamers use natural and fluent language in their streams, it significantly enhances

viewers' perception of information utility, thereby strengthening trust in the streamer and the recommended products (Gong et al., 2022). Streamers interact with viewers through their unique language style and voice, showcasing and promoting products. A lively and engaging language style effectively captures the audience's attention. Thus, by adjusting their language content and style, streamers can significantly enhance viewer participation, trust, and excitement, effectively boosting sales performance (Wang et al., 2022). Different streamers exhibit various styles, such as humor, gentleness, or wit, and as long as their style is unique and distinct, it can provide a positive viewing experience for the respective audience (Li, 2021).

In summary, attractiveness is one of the fundamental attributes of a streamer. When watching e-commerce live streams, viewers first absorb visual and auditory information, making the streamer's appearance, looks, and voice key factors in attracting their attention. Although current



research has explored the concept of streamer attractiveness to some extent, a comprehensive understanding of this concept is still lacking, with most studies focusing on physical attractiveness. However, as a multifaceted concept, attractiveness should extend beyond just the physical dimension. Future research can thus explore streamer attractiveness more comprehensively, examining aspects such as appearance, language, and personality, and their combined impact on consumer purchase intention.

V. THE IMPACT OF STREAMER PROFESSIONALISM ON PURCHASE INTENTION

Professionalism is defined as the extent to which an individual possesses extensive or accurate knowledge or experience, playing a crucial role in interpersonal interactions (Zhang, 2022). In the realm of e-commerce live streaming, a streamer's professionalism, namely their ability to leverage their expertise about the products they recommend to address consumer queries (Li, 2021), profoundly shapes consumer purchase decisions. The following table presents a summary of significant literature on streamer professionalism. As shown in Table 3.

Table 3 Representative Literature on Streamer Professionalism

Representation Form	Focus of Study	Theoretical Basis	Research Method	Literature Source
Professional Knowledge	Purchase Intention	SOR Theory Perceived Value Theory	Simulation Experiment	Gao (2020)
Professional Knowledge	Purchase Intention	SOR Theory Perceived Value Theory	Questionnaire Survey	Zhao & Wang (2021)
Professional Knowledge	Purchase Intention	Social Presence Theory	Questionnaire Survey	Yin & Wang (2022)
Objective, Authentic Recommendations	Purchase Intention	Elaboration Likelihood Model, Multiple Attitude Theory	Questionnaire Survey	Li et al. (2021)
Diverse Presentation Methods	Purchase Intention	Grounded Theory	In-depth Interview	Han & Xu (2020)
Innovative, Realistic Presentation Methods	Purchase Intention	SOR Theory Involvement theory	Questionnaire Survey	Zhou & Huang (2023)

Source: Compilation from several researchers.

When streamers possess extensive product knowledge, consumers can gain a broader and deeper understanding of products and access key information, aiding them in making more effective purchasing decisions (Gao, 2020). During e-commerce live streaming, the general public's experience, knowledge, and information about certain products are relatively limited, leading to hesitation and uncertainty before purchasing. Streamers, with their profound understanding and rich practical experience, can reduce the perceived risks of shopping, enhancing consumer purchase intention (Zhao & Wang, 2021). The higher the

professionalism of the streamer, the more comprehensive and detailed their product presentations are, enriching the information obtained by consumers during live streaming, which helps dispel doubts and boost purchase intention (Yin & Wang, 2022).

Streamer professionalism is not only manifested in their expert knowledge but also in whether the recommendations made in the live streaming room are based on objective and neutral facts. During live streaming, the professionalism of a streamer is reflected in their ability to correctly



and objectively recommend products to consumers and professionally answer real-time audience queries (Li et al., 2021). Streamers, to enhance consumer awareness and perception of product functions and performance, employ various auxiliary methods to better showcase goods (Han & Xu, 2020). E-commerce streamers presenting products in innovative and realistic ways capture the attention of a wide consumer base. The compelling performance of a streamer facilitates customer interaction and narrows the distance between the streamer and customers, generating more favourable impressions towards the streamer's products (Zhou & Huang, 2023).

VI. THE IMPACT OF STREAMER INTERACTIVITY ON PURCHASE INTENTION

Interactivity, a distinctive feature of live streaming, plays a crucial role in shaping consumer purchase intention. In the e-commerce live streaming model, interactivity is defined as the direct communication method that removes the barriers of time and space between streamers and consumers, as well as among consumers

Although current research has explored the importance of streamer professionalism, most studies have been limited to analyse the single dimension of expert knowledge. However, a comprehensive display of professionalism should not only include rich knowledge but also cover professional presentation skills and maintaining an objective and impartial attitude. Future research should therefore focus more on streamers' comprehensive abilities in providing expert knowledge, presentation skills, and upholding an objective and fair stance, to deeply understand their impact on consumer purchase intention.

themselves (Zhao & Wang, 2021). This mode of interaction enables effective information exchange and communication, thereby meeting consumers' informational needs (Fan et al., 2021; Wei et al., 2021). As shown in Table 4, numerous studies have confirmed the importance of streamer interactivity in enhancing consumer purchase intention.

Table 4 Representative Literature on Streamer Interactivity

Representation Form	Focus of Study	Theoretical Basis	Research Method	Literature Source
Real-time Interaction	Purchase Intention	Psychological Arousal Theory, Source Characteristics Theory	In-depth Interview, Objective Data	Meng et al. (2020)
Responsiveness, Real-time Interaction	Purchase Intention	Social Exchange Theory	Questionnaire Survey	Zhang et al. (2022)
Immediate Feedback, Real-time Interaction	Purchase Intention	Grounded Theory	Grounded Theory	Liu et al. (2022)
Interaction-oriented, Task-oriented, Self-oriented Interactions	Purchase Intention	Psychological Distance Theory	Questionnaire Survey	Nuo (2021)
Product Interaction, Interpersonal Interaction	Purchase Intention	Social Influence Theory	Questionnaire Survey	Yuan & Huang (2022)

Source: Compilation from several researchers.

In the modern marketing environment, e-commerce live streamers, through real-time, two-way interactions, offer consumers a revolutionary

shopping experience. This starkly contrasts with traditional advertising spokespersons who rely on one-way communication and often fail to engage



effectively with consumers, thus limiting participation and marketing effectiveness. In contrast, e-commerce streamers enhance consumer participation and facilitate purchase decisions through real-time interactions on live streaming platforms (Meng et al., 2020). Such real-time interaction not only facilitates the exchange of information and emotions but also helps in establishing a closer relationship between the streamer and the audience, significantly enhancing consumer purchase intention (Zhang et al., 2022). In e-commerce live streaming, streamers engage with consumers through timely feedback and live demonstrations, creating a comprehensive sensory experience. This deep level of interaction not only provides consumers with richer product information but also amplifies their sense of immersion and reduces perceived risk, effectively stimulating purchase behavior (Liu et al., 2020).

Beyond the fundamental feature of real-time interaction, the types of interactions streamers engage in also significantly impact consumer purchase intention. Researchers often classify interactions based on their content characteristics and explore their subsequent effects. For instance, Nuo's (2020) study categorized interactions into interaction-oriented, task-oriented, and self-oriented types, finding that the first two types effectively shorten the psychological distance between streamers and consumers, enhancing

In exploring the impact of e-commerce live streamer characteristics on consumer purchase intention, scholars have utilized various theoretical frameworks. The most commonly applied theories include the Stimulus-Organism-Response (SOR) Model, Perceived Value Theory, and Flow Experience Theory.

i. Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) theory, as outlined by Zhang et al. (2021), is employed to examine the changes in individuals' psychological and cognitive states in response to external environmental stimuli, and how these changes subsequently influence their behaviors (Zhao & Wang, 2021). Within the context of e-commerce live streaming, scholars view characteristics of live streamers, such as appearance, language, personality, timeliness and effectiveness of interaction, and professional

purchase intention, while self-oriented interaction has the opposite effect. Yuan & Huang's (2022) study, grounded in Social Influence Theory, explored the impact of two interaction modes (product interaction and interpersonal interaction) in e-commerce live streaming from the perspectives of identification and internalization. They found that both interaction modes enhanced consumers' identification and internalization processes, thereby increasing purchase intention.

In summary, the interactivity of streamers in e-commerce live streaming plays a vital role in fostering consumer purchase intention. Compared to traditional advertising, streamers' real-time interaction not only increases consumer engagement and shopping experience but also directly influences consumer purchase decisions by establishing closer consumer relationships. This interactive experience goes beyond mere immediate communication between the streamer and consumers, encompassing the streamer's real-time feedback and demonstrations during the live stream, providing a comprehensive and vivid shopping environment. Moreover, studies indicate that different types of interactions affect consumer purchase intention in various ways. Future research should further explore the impacts of different interaction modes on consumer purchase intention, providing more diversified insights for the field of e-commerce live streaming.

VII. THEORETICAL FOUNDATIONS

competencies, as environmental stimuli that affect customers' cognitive and emotional states, thereby triggering psychological activities and influencing their purchase intentions and behaviors. In their research, Guo et al. (2022) identified the beauty, professionalism, humor, and enthusiasm of live streamers as stimuli, with perceived value as the organism response, and viewers' watching and purchase intentions as outcomes. They found these traits to be key factors influencing consumers' viewing and purchasing intentions. Wang et al. (2022) further explored the SOR model in the context of live stream selling, examining how various linguistic features of live streamers influence consumers' perceived entertainment and utilitarian values, subsequently enhancing their purchasing intentions.



ii. Perceived Value Theory

Perceived Value Theory is a significant theory in consumer behavior studies (Gong et al., 2023). It refers to the value consumers perceive in a product or service during their decision-making process, influencing their intention to purchase if the perceived benefits outweigh the costs (Chang, 2022). The level of perceived value is a key factor affecting their purchasing decisions. Existing literature has categorized perceived value into different dimensions and studied their impact on consumer psychology and behavior. Zhao et al. (2021) divided perceived value into functional and emotional values, demonstrating through empirical research how perceived value enhances consumer trust, thus affecting purchase intention. Liu et al. (2020) categorized perceived value into utilitarian and hedonic shopping values, using surveys and SEM models to show that a streamer's professionalism, credibility, and interactivity positively influence purchase intention through these perceived values. Chen et al. (2020) divided perceived value into functional, emotional, and social values, verifying the mediating role of perceived value between streamer characteristics and purchase intention.

iii. Flow Experience Theory

Flow Experience Theory focuses on the psychological state of individuals when highly focused and engaged. In e-commerce live streaming, the presentation and interaction style of streamers significantly enhance consumers' flow experience, thus facilitating purchase decisions. Li (2021) found that a streamer's recommendation ability significantly impacts consumers' flow

experience during live streaming, thereby influencing purchase intention. Liu et al. (2020) supported this view, emphasizing that consumers influenced by flow experience develop trust and identification with streamers, leading them to purchase recommended products. Feng & Lu (2020) demonstrated through empirical research that watching live streaming for product purchases meets consumers' needs for information and a pleasant experience. They showed that external marketing stimuli generate a flow experience in consumers, thereby enhancing their purchase intention.

In addition, various other theories have been applied in the study of streamer characteristics. Meng et al. (2020) used Psychological Arousal Theory and Source Characteristics Theory to view streamers as information sources, studying how credibility, professionalism, and skillfulness as source characteristics impact customer behavior. Zhu et al. (2023) combined the Stereotype Content Model and Admiration Theory to examine how customers' stereotypes of government official streamers influence purchase intention. Fan et al. (2021) integrated Interaction Ritual Chain Theory with Underdog Effect Theory to explore the interplay of interaction strategies and types. Scholars have also employed Signal Theory (Lu et al., 2021), Perceived Trust Theory (Wei et al., 2022), Emotional Contagion Theory (Lin et al., 2021), and other perspectives to examine the characteristics of streamers. These theories provide diverse perspectives and in-depth analysis to understand the complex relationship between streamer characteristics and consumer purchase intention.

VIII. RESEARCH METHODS

In investigating the impact of e-commerce live streamer characteristics on consumer purchase intention, scholars have extensively applied both qualitative and quantitative analysis methods, enriching the depth and breadth of research.

Qualitative analysis employs methods such as in-depth interviews, Grounded Theory, and netnography, providing deep insights and understanding. For instance, Meng et al. (2020) used in-depth interviews to reveal the impact of streamer source characteristics on consumer purchasing decisions. Han & Xu (2020) applied Grounded Theory to categorize streamer characteristics into four groups: charisma,

recommendation, demonstration, and interaction, exploring their influence on online purchase intention. Additionally, Zhu et al. (2023) utilized netnography to study the case of government officials' live streaming, presenting a novel research perspective. However, qualitative methods are less frequently used in existing literature and often serve as a complement and deepening of quantitative research.

Quantitatively, surveys, experimental designs, and Python web scraping techniques are primary tools for scholars. Yuan & Huang (2022), for example, collected data on e-commerce live streaming interaction modes through surveys and



analyzed it using statistical software, revealing the impact of product and interpersonal interactions on consumer purchase intention. Similarly, Yin & Wang (2022) employed surveys to examine the role of streamer characteristics on consumer purchase intention. Moreover, experimental design methods, as used by Gao (2020), and Python web scraping techniques, as applied by Liu et al. (2020), offer novel avenues for quantitative analysis.

While surveys are the most commonly used quantitative method, they are subjective and

IX. RESEARCH CONCLUSIONS

A comprehensive review of existing literature reveals significant scholarly contributions in various aspects of e-commerce live streaming, particularly regarding streamer types, their characteristics, theoretical foundations, and research methodologies.

First, the Impact of Streamer Types on Marketing Effectiveness. In the realm of e-commerce live streaming, the type of streamer significantly influences their marketing effectiveness. From professional streamers' diversified product promotions to shop streamers' expert product demonstrations, each type exhibits unique strengths and applicable scenarios. Government official streamers and celebrity streamers leverage their authority and personal charm to effectively enhance local brand images and overall brand recognition. These diverse streamer types play a pivotal role in e-commerce live streaming marketing, offering varied choices and experiences for platforms, businesses, and consumers.

Second, Significant Influence of Streamer Characteristics on Consumer Purchase Intention. Various characteristics of streamers, such as attractiveness, professionalism, and interactivity, significantly impact consumer purchase intentions. The physical attractiveness and personal charm of streamers considerably heighten consumer attention and motivation to purchase, while their expert knowledge and demonstration skills enhance

Despite substantial theoretical achievements in existing literature on the impact of e-commerce streamers' characteristics on consumer purchase intention, the rapid evolution of e-commerce live streaming has introduced new

may not always align with reality. Future research could explore integrating experimental designs, econometric models, objective data analysis, and machine learning to investigate the mechanisms by which streamer characteristics influence consumer purchase intention. Such methodological integration can enhance the efficiency and objectivity of data collection and provide a more comprehensive understanding of consumers' actual psychological states and behavioral patterns in e-commerce live streaming.

consumer trust and understanding of products. Additionally, effective interaction between streamers and consumers increases consumer engagement and satisfaction, thereby promoting purchasing behavior. These characteristics collectively influence consumer psychology, affecting their ultimate purchasing decisions.

Third, In-depth Exploration of Theoretical Foundations. Theoretical research predominantly revolves around the Stimulus-Organism-Response (SOR) Model, Perceived Value Theory, and Flow Experience Theory. These theories provide crucial perspectives for understanding the complex relationship between streamer characteristics and consumer purchase intentions. Other theories, such as Persuasion Theory, Emotional Contagion Theory, and Social Exchange Theory, have also contributed new insights and understandings to this field.

Fourth, Diverse Application of Research Methods. Researchers extensively employ both qualitative and quantitative methods in their studies. Qualitative methods like in-depth interviews, Grounded Theory, and netnography offer profound insights, while quantitative approaches like surveys, experimental designs, and Python web scraping provide rigorous data support. The combined use of these methods has significantly contributed to the research on e-commerce streamer characteristics and their impact on consumer purchase intentions, enriching the academic content and practical application in this field.

X. RESEARCH PROSPECTS

trends and challenges, paving the way for novel research directions in this field.

First, Exploration of Negative Traits in Streamers. Current research primarily focuses on



the positive traits of streamers and their favorable impact on consumer purchase intention, with relatively less attention to negative characteristics. Given the rapid growth of the e-commerce live streaming industry and the varying quality of streamers, including frequent occurrences of negative incidents, these aspects could significantly influence consumer purchase decisions. Future studies should delve into the impact of such negative traits on consumer behavior and the strategies streamers can adopt in response.

Second, The Emerging Trend of Virtual Streamers. Advancements in computer technology have increasingly facilitated the use of virtual characters in live streaming, emerging as a new trend. Despite current technological limitations and challenges in sensory experiences, continual technological advancements hint at potential breakthroughs. Researching how to create more attractive virtual streamers that can rival real-life streamers poses a critical challenge for both the business and academic communities.

Third, Enrichment of Theoretical Perspectives. Although current research extensively

employs theories like the Stimulus-Organism-Response (SOR) Model, Perceived Value Theory, Flow Experience Theory, and Trust Theory, the complexity of consumer purchase intentions warrants the introduction of more applicable theories. Future research should aim to provide a more comprehensive understanding of the relationship between streamer characteristics and consumer purchase intentions.

Fourth, Innovation and Diversification in Research Methods. While surveys remain the mainstream method for data collection, they have limitations such as high time costs and subjectivity. Future research should embrace a more diversified approach to data collection, incorporating methods like experimental designs, econometric models, objective data analysis, and machine learning technologies. This approach would enhance the efficiency and objectivity of data collection, more accurately reflecting the true psychological states of consumers.

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