

Staying tuned: What keeps consumers engaged in live streaming commerce?

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Abstract

Drawing on the ABC attitude theory, this study investigates the factors influencing users' attitude, guanxi, and continuous watching intention in the context of live streaming commerce. We adopted a quantitative approach to collect data from 396 participants in China using an online survey. The results of partial least squares structural equation modelling analysis revealed that engagement, perceived professionalism, perceived entertainment, and perceived discount significantly enhance users' affective and cognitive attitudes. In turn, affective and cognitive attitudes were found to positively impact users' guanxi with streamers and continuous watching intention. Finally, guanxi demonstrated a positive effect on the intention to continue watching. These findings highlight the dual role of emotional and rational evaluations in shaping consumer behaviour in live streaming commerce, emphasising the importance of relational dynamics in sustaining user engagement. By offering insights into the unique mechanisms driving user behaviour in live streaming commerce, this research contributes to the growing literature on digital marketing. It also offers practical implications for marketing managers, streamers, and brands to optimise live streaming strategies, enhance viewer engagement, and foster long-term relationships with consumers.

Keywords: Consumer behaviour, Live streaming commerce, Continuous watching intention, Affective attitude, Cognitive attitude, Marketing.

Introduction

With the advancement of mobile internet technology and the widespread adoption of smart devices, the digital economy has become an integral component of socio-economic development. Live streaming commerce, as a product of the digital economy, has seen rapid growth in recent years (Luo et al., 2024). The user base of live streaming commerce has also increased steadily, reaching 833 million consumers in 2024 (Statista, 2025). The rapid development of live streaming commerce reflects the new horizons created by digital marketing through the interaction of traffic and capital. Alongside this development, a variety of streamers has entered the market. Currently, streamer types have become increasingly diverse, including e-sports streamers, food-sharing streamers, entertainment streamers, and more. Regardless of their field, all streamers incorporate product sales segments into their live broadcasts and thus exert a certain degree of influence on consumers' purchasing behaviour.

In the online shopping environment, consumers often face difficulties in verifying the authenticity of product information, whereas e-commerce streamers typically possess a deeper understanding of the products they promote. Through interaction with consumers during live streaming sessions, streamers provide detailed product information, attract consumers through personal charisma, and influence their affective and cognitive attitudes, thereby encouraging purchase consideration. Compared with traditional e-commerce marketing, the primary advantage of live streaming commerce lies in its fast and convenient interactivity, as well as the high visibility of opinion leaders.

As participation in online live streaming continues to grow, real-time interaction between streamers and consumers has become closer than ever. During live streams, consumers can interact with streamers at any time by asking questions or expressing personal opinions through *danmaku* (i.e., live comments, referring to text-based comments displayed on the video screen). Streamers can respond promptly and adjust the content or perspective of the live stream according to audience needs, thereby creating two-way interaction between streamers and viewers. This form of two-way communication not only increases user participation and reduces psychological distance but also enhances communication effectiveness, which is difficult to achieve through other communication formats.

This paper examines the characteristics through which streamers attract consumers to watch live broadcasts, influence consumers' affective and cognitive attitudes, and enhance consumers' *guanxi* with the streamer, thereby increasing consumers' intention to continue watching and maintain a long-term relationship with the streamer. In the Chinese commercial context, interpersonal relationships are commonly referred to as *guanxi* (Shi et al., 2018), which represents close, attentive, and meaningful interpersonal interactions (Cheng et al., 2020). Rooted in Confucian societies, the concept of *guanxi* refers to strong interpersonal ties and business relationships among individuals and organisations in China. Empirical research on this topic can help businesses develop a deeper understanding of how live streaming commerce streamers influence consumers' continuous watching intentions. Ultimately, this study supports more effective live broadcast practices by informing operational decision-making.

Literature Review

ABC Attitude Theory

The ABC model of attitude, which comprises Affect (emotion), Behaviour (tendency), and Cognition, provides a robust framework for understanding the psychological components of consumer decision-making (Hovland and Rosenberg, 1960). Within this model, affect refers to consumers' emotional responses toward a product or brand, cognition encompasses their beliefs and knowledge, and behaviour reflects their intended actions. This tripartite structure offers a comprehensive lens for analysing how attitudes are formed and how they subsequently translate into purchasing behaviour.

The ABC model has been widely applied across diverse consumer contexts, demonstrating its theoretical robustness and explanatory power. For example, Lau et al. (2022) employed the ABC model to examine consumer attitudes toward luxury brands, showing that affective and cognitive evaluations directly influence purchase propensity. Extending this line of inquiry, other studies have used the framework to unpack more complex decision-making processes. Edy et al. (2021), for instance, investigated repurchase intention by examining how cognitive evaluations, such as perceived value and perceived risk, shape behavioural outcomes.

The relevance of the ABC model has also been validated within contemporary digital commerce settings. Sulaiman et al. (2021) adapted the framework to the internet celebrity economy by developing a theoretical model that links the affective appeal of online celebrities and the cognitive evaluation of store characteristics to consumers' repeat purchase intentions. This expansion in application, from traditional luxury consumption to influencer-driven digital markets, highlights the model's enduring adaptability in explaining consumer behaviour across evolving retail contexts. Building on this established theoretical foundation, the present study adopts the ABC attitude model to examine the factors influencing consumer behaviour in live streaming commerce.

Engagement

Customer engagement is widely recognised as a multidimensional construct, encompassing behavioural, emotional, and cognitive components (Hollebeek et al., 2023; Luo et al., 2024). In the context of live streaming commerce, engagement is activated through a dynamic and interactive process. Rather than passively receiving information, consumers actively participate by obtaining product details from streamers, asking questions via live comments (*danmaku*), and sharing experiences with other viewers. This interactive environment fosters a participatory community that can stimulate purchasing behaviour (Zhang et al., 2024).

Streamers play a central role in facilitating this engagement by cultivating a trusted and responsive interaction environment. They often direct their communication toward knowledgeable or highly engaged viewers to enrich the quality of product information presented, even within the open and public nature of live streams (Leong et al., 2023). Such direct interaction strengthens consumer trust and generates a sense of psychological feedback (Zhai and Chen, 2023). Moreover, streamers frequently adjust their presentation strategies in real time based on viewer responses and preferences,

using high levels of interaction to shape consumers' emotional responses and cognitive assessments.

This strategic cultivation of engagement has a demonstrable impact on consumer decision-making. Research in e-commerce has established that consumer engagement positively influences attitude, which in turn affects purchasing decisions (Chu and Yuan, 2013). This principle is amplified in live streaming commerce, where a streamer's personal charisma and high-interactivity approach positively impact both the cognitive and emotional attitudes of consumers (Luo et al., 2024). Synthesising these findings, it is evident that streamer-led interaction drives multidimensional engagement, which subsequently shapes consumer attitudes. Therefore, this study proposes the following hypotheses:

H1a Engagement positively impacts consumers' affective attitude toward live streaming commerce.

H1b Engagement positively impacts consumers' cognitive attitude toward live streaming commerce.

Perceived Professionalism

According to Chan et al. (2022) and Heo et al. (2020), professionalism refers to an individual's ability, knowledge, proficiency, accomplishments, and understanding within a specific domain. Perceived professionalism, accordingly, is the perception of a person's deep comprehension, skill, and aptitude in the particular field (Cheng et al., 2019; Mayer et al., 1995). During live streaming commerce, a streamer's familiarity with the product and its background information is communicated directly to viewers. In this context, perceived professionalism describes consumers' perceptions of a streamer's cumulative experience, competence, skills, achievements, status, and knowledge related to a particular brand, product, or topic. Streamers who possess advanced knowledge in a specific field and are able to communicate that knowledge effectively can enhance viewer engagement during live streams (Lou and Yuan, 2019).

People who are thought to be experts about a certain subject have power over others (Fu et al., 2020; Wang and Liao, 2023). Indeed, messages originating from highly knowledgeable sources have a substantial impact on shaping beliefs, attitudes, and behaviours (Cham et al., 2023; Dang Quan et al., 2024; Ladhari et al., 2020). According to Bao and Han (2019), people in virtual communities are more likely to pay attention to other members' posts when they regard them as experts in the field. Lam et al.'s (2024) study indicates that the professionalism of opinion leaders contributes to the formation of consumer purchasing decisions. Jin et al. (2023) further pointed out that the professionalism of opinion leaders can enhance their persuasiveness with consumers, thereby influencing their attitude. Likewise, Suratepin and Funk (2022) noted in their study on female consumers that the professionalism of opinion leaders positively influences women's beauty product purchasing attitude.

Essentially, in live streaming commerce, streamers act as opinion leaders who shape consumer attitudes. Within this setting, consumers are able to obtain visible advice and an enhanced purchasing experience through interactions with knowledgeable streamers in live streaming rooms. Consequently, streamers' perceived professionalism is

expected to exert a positive influence on consumers' attitudes. This study, therefore, proposes the following hypotheses:

- H2a** Perceived professionalism positively impacts consumers' affective attitude toward live streaming commerce.
- H2b** Perceived professionalism positively impacts consumers' cognitive attitude toward live streaming commerce.

Perceived Entertainment

Chen and Lin (2018) defined entertainment as the extent to which an activity captures and sustains individuals' attention and interest. Subsequently, Savolainen (2022) conceptualised entertainment as an experience characterised by enjoyment, excitement, relaxation, and diversion. In live streaming commerce, the purchasing process is enhanced by engaging content and interactive communication, thereby creating a more immersive and entertaining consumer experience. Entertainment reflects the level of enjoyment consumers derive from participating in live streams and serves to satisfy consumers' psychological need for pleasure.

Consumers engage in consumption activities to relax and reduce stress. Specifically, consumers (i.e., viewers) of media use it as a means of stress relief and entertainment (Chen and Lin, 2018). In this context, streamers initiate lively and engaging topics and organise interactive activities, such as regular lotteries, virtual red envelope distributions, and "likes", which collectively enhance the entertainment value of live streaming commerce. Streamers also use popular online terms and affectionate nicknames (e.g., "family", "baby", and "bro" in Chinese) to facilitate interaction during live stream shopping. Such friendly forms of address can reduce perceived social distance and create a more relaxed and entertaining atmosphere (Li and Peng, 2021). In addition, streamers frequently employ humorous language to attract viewers and invite celebrities to participate in live streams, thereby increasing consumer attention to the brand and fostering positive brand impressions.

Live streaming commerce also provides consumers with opportunities for emotional release. Streamers often share aspects of their personal lives in a casual, narrative manner, enabling viewers to experience emotional connection and interact with like-minded individuals. The entertainment value generated through these interactions encourages consumers to develop more favourable attitudes toward both the streamer and the promoted brand. Therefore, this study proposes the following hypotheses:

- H3a** Perceived entertainment positively impacts consumers' affective attitude toward live streaming commerce.
- H3b** Perceived entertainment positively impacts consumers' cognitive attitude toward live streaming commerce.

Perceived Discount

According to Ji et al. (2023), a discount refers to the practice of offering a reduced price for a product or service, or providing additional products or services at the same price

during a sales event. Discounts are commonly recognised as a price reduction strategy like promotional pricing and markdowns (Wilis and Nurwulandari, 2020). Based on these definitions, price promotion in the present study refers to the practice of lowering the original price of products or services sold through live streaming commerce with the aim of stimulating live sales.

Prior research has demonstrated that discounts exert a positive influence on consumers' purchasing behaviour in live streaming commerce. For example, Salsabila et al. (2024) demonstrated that discounts significantly enhance consumers' willingness to purchase in live streaming contexts. Similarly, Ji et al. (2023) provided empirical evidence that promotional pricing in live streaming positively affects consumers' purchase intentions. Other studies have also shown that discounts and promotional offers are highly attractive to consumers shopping in live streaming rooms (Liu, 2023). The substantial growth in sales observed on major live streaming platforms during large-scale promotional events, such as the "618" shopping festival (a mid-year sales event) and the "Double 11" shopping festival (also known as Singles' Day, the world's largest annual online shopping event), further supports this relationship (Huang and Suo, 2021).

In live streaming commerce, after providing a detailed explanation of a product, streamers often present the product's offline retail price and conventional e-commerce price to raise consumers' price expectations. The price offered in the live streaming room is typically lower, allowing streamers to highlight the discount rate and perceived price advantage. Streamers differ in their bargaining power with brands, and the magnitude of the discount often reflects the streamer's popularity and market influence. By negotiating favourable prices for viewers, streamers reinforce the perception that live streaming offers better value, thereby stimulating consumers' positive attitudes. Accordingly, this study proposes the following hypotheses:

H4a Perceived discount positively impacts consumers' affective attitude toward live streaming commerce.

H4b Perceived discount positively impacts consumers' cognitive attitude toward live streaming commerce.

Affective Attitude

The ABC attitude theory suggests that consumers' attitudes emerge from the interaction between cognition and affect, both of which play a critical role in shaping purchasing behaviour (Lau et al., 2022). This foundational relationship echoes those in established behavioural models, such as the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM), which acknowledge affective and cognitive factors as key antecedents of behavioural intention (Lee and Chen, 2011). Within live streaming commerce, this dynamic becomes particularly salient.

In live streaming, a consumer's affective attitude refers to the positive or negative feelings developed in response to an influencer's product promotion (Meng and Zhao, 2022). Research consistently demonstrates that these positive affective responses are crucial; they not only enhance the consumer's inclination to engage with the influencer but also significantly drive their subsequent behavioural intentions, including purchase decisions (Li et al., 2022). This affective connection is cultivated through specific

features of the live stream environment. Streamers' professional marketing skills, high-quality content, and, most importantly, real-time interaction jointly contribute to the development of positive emotions among consumers. These emotions reflect appreciation for the streamer and facilitate the formation of a perceived relational bond, or *guanxi*. As the primary point of contact for the consumer, the streamer becomes the focal point for this connection. Consequently, the affective bond formed during viewing and interacting is a key mechanism that fosters a viewer's intention to continue watching the streamer's broadcasts (Li et al., 2024).

Synthesising these findings, it is evident that the live streaming environment leverages real-time interaction to transform cognitive assessments of content and streamer professionalism into a positive affective connection. This connection, in turn, serves as a direct antecedent to sustained engagement. Thus, this study proposes the following hypotheses:

H5a Affective attitude positively impacts consumers' *guanxi* with streamers in live streaming commerce.

H5b Affective attitude positively impacts consumers' continuous watching intention toward live streaming commerce.

Cognitive Attitude

In live streaming commerce, a consumer's cognitive attitude is formed through the active processing of multiple information channels. These include perceptions of product quality, evaluations of the streamer's expertise, direct interaction with the streamer, and social cues derived from other viewers' live comments. In this study, cognitive attitude is conceptualised as the informational framework constructed by consumers, reflecting their level of understanding and awareness developed through processing information during and after a live streaming session.

This cognitive framework is critical for fostering sustained engagement. As Hou et al. (2020) observed, when a streamer successfully captures a viewer's interest and cultivates a positive or relatable impression, it encourages the viewer to continue watching. This process is consistent with platform features that allow viewers to follow specific streamers, which rely on favourable cognitive evaluations of the streamer and content (Peng et al., 2024). Therefore, the cognitive attitude formed through information processing is not merely a passive outcome but a key driver of consumers' intentions to continue engaging with a streamer's content.

Integrating these perspectives, existing literature indicates that the multidimensional information environment of live streaming shapes consumers' cognitive judgements, which in turn provide a primary basis for sustained viewership. Accordingly, this study proposes the following hypotheses:

H6a Cognitive attitude positively impacts consumers' *guanxi* with streamers in live streaming commerce.

H6b Cognitive attitude positively impacts consumers' continuous watching intention toward live streaming commerce.

Continuous Watching Intention

Continuous watching intention refers to users' long-term intention to continue using a service and is commonly regarded as an indicator of user satisfaction and loyalty (Hou et al., 2019). When users repeatedly choose a platform they have previously experienced, this behaviour reflects a preference for that platform over available alternatives. Guo et al. (2021) formally define continuous watching intention as a user's decision to repeatedly watch the same live stream. Subsequent research has extended this concept across various digital contexts.

Studies in mobile communication suggest that users' intentions to continue using a service arise from their degree of involvement within the service ecosystem, which may be driven either by switching barriers or by genuine long-term commitment. Similarly, research in social media contexts indicates that users' willingness to continue using a platform reflects their preference for it relative to competing products (Zhou et al., 2011). This line of inquiry has also been applied to diverse e-commerce settings. In live streaming commerce, notably, studies indicate that a user's intention to continue using a platform is affected by perceived interactivity and a sense of social value (Lv et al., 2021). Social presence, defined as the sense of belonging and immersion generated through real-time interaction, has been shown to be positively associated with both continuous platform uses and users' willingness to recommend the platform to others (Chong et al., 2022).

Guanxi and Continuous Watching Intention

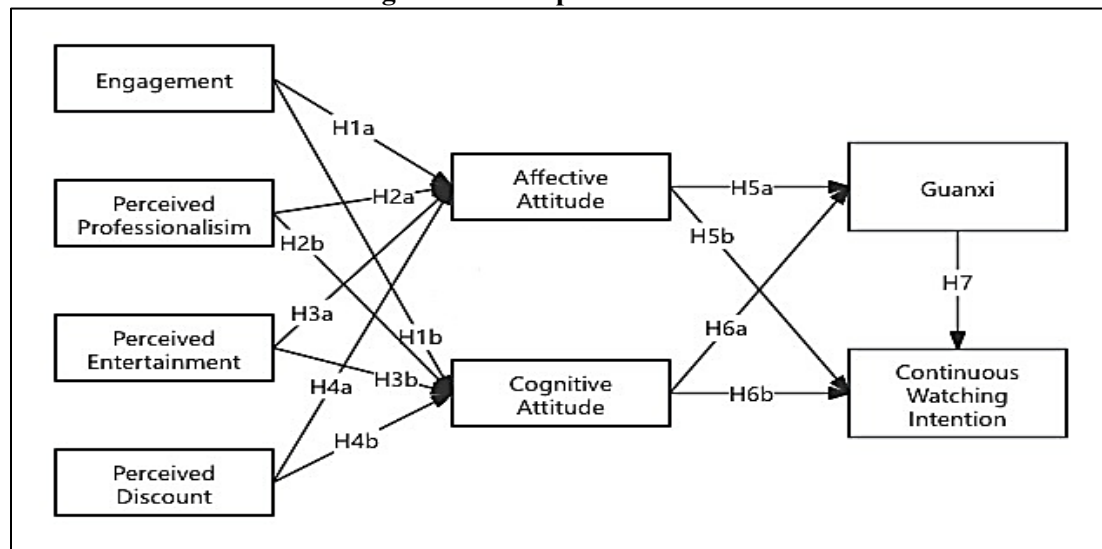
In traditional commercial contexts, guanxi refers to social ties and relationships formed through mutual interests and reciprocal benefits (Lee et al., 2001). Live streaming commerce communities function as virtual environments that prioritise building and nurturing relationships (Cheng et al., 2020). Real-time interaction facilitates mutual understanding among consumers, streamers, and other community members by allowing the exchange of needs, preferences, and individual inclinations (Park and Lin, 2020). Such interactions also enable reciprocal assistance among these parties.

According to Shi et al. (2018), consumers in a live streaming room have the opportunity to receive additional information, personalised recommendations, reduced prices, or gifts. Such mutual advantages shared among customers and streamers contribute to the establishment of a pleasant partnership (Liang et al., 2025). In China, internet-based businesses are built on the foundation of harmonious relationships (Liu et al., 2021). Customers and sellers can form closer and more committed relationships through long-term contact, companionship, and the exchange of favours in live streaming commerce (Huang and Ma, 2024; Zhang et al., 2022). In contrast to traditional e-commerce transactions, where buyers and sellers rarely communicate after the sale is complete, buyer-seller relationships in live streaming commerce are typically more enduring and devoted (Huang and Ma, 2024; Chong et al., 2018). These relationships reinforce customers' continuous watching intentions and purchase intentions (Leung et al., 2019). Thus, this study hypothesises the following correlation:

- H7** Guanxi positively impacts consumers' continuous watching intention toward live streaming commerce.

Figure 1 presents the conceptual framework of this study. Based on the preceding theoretical discussion, four key characteristics of live streaming commerce are identified: engagement, perceived professionalism, perceived entertainment, and perceived discount. Consumers' evaluations of live streams are shaped by their personal perceptions of content and assessments of its value. To examine how these factors influence consumers' guanxi with streamers and their continuous watching intentions, this study incorporates affective attitude and cognitive attitude as key intermediary constructs.

Figure 1: Conceptual framework



Methodology

Sampling and Data Collection

Following a quantitative survey methodology, a questionnaire was developed as the data collection tool for this study. The first part of the questionnaire included two screening questions to identify eligible participants: (1) Have you previously watched live streaming commerce? and (2) Are you 18 years of age or older? The second part comprised 24 measurement items representing the eight constructs in the research model. We adopted measurement scales for all constructs in this study from existing literature: engagement (Cao et al., 2022), perceived professionalism and perceived discount (Chen et al., 2020), perceived entertainment (Chen and Lin, 2018), affective attitude (Sweeney and Soutar, 2001), cognitive attitude (Xu et al., 2020), guanxi (Guo et al., 2021), and continuous watching intention (Hou et al., 2020). All items were measured using a five-point Likert scale.

Two professional translators proofread and translated the measurement items into Chinese and subsequently back-translated them into English to ensure consistency (Ozolins et al., 2020). A pilot study was then conducted with 51 participants who had experience using live streaming commerce platforms and were aged 18 or above. Participants indicated that they fully understood the meaning of all questionnaire items;

therefore, no further modifications were made. None of the pilot study responses were included in the final data analysis.

Actual data collection was conducted between January 16 and January 20, 2025. Given that live streaming commerce platforms are mainly accessed via mobile devices, the questionnaire was distributed using *Sojump*, the largest online survey platform in China (Wang et al., 2025). A total of 415 responses were retrieved. After data screening, 396 valid responses were retained for analysis, yielding an effective response rate of 95%. Table 1 presents the respondents' demographic profile. The sample comprised a higher proportion of female respondents (61.87%) than male respondents (38.13%). Most respondents were aged between 31 and 40 years (53.79%). In terms of usage frequency, the majority of respondents (60.61%) reported watching live streams a few times per week.

Table 1: Respondents' demographic profile

Measure	Items	Frequency	Percent
Gender	Male	151	38.13
	Female	245	61.87
Age	18-25 years old	48	12.12
	26-30 years old	96	24.24
	31-40 years old	213	53.79
	41-50 years old	32	8.08
	51-60 years old	6	1.52
	60 and above	1	0.25
Education	Primary school	0	0.00
	Junior middle school	3	0.76
	Senior high school	8	2.02
	Bachelor's degree	344	86.87
	Master's degree	40	10.10
	Doctoral degree or above	1	0.25
Monthly income (RMB)	3000 and below	22	5.56
	3001-6000	74	18.69
	6001-10000	147	37.12
	10001-20000	131	33.08
	20000 and above	22	5.56
Frequency	Everyday	135	34.09
	A few times per week	240	60.61
	A few times per month	21	5.30
	Rarely	0	0.00

Data Analysis

The objective of this study was to examine the factors influencing consumers' behavioural intentions towards live streaming commerce. Partial least squares structural equation modelling (PLS-SEM) was employed to test the proposed research model, as it can effectively manage complex models, smaller sample sizes, and data normality deviations (Hair et al., 2017). To test the structural relationships in the model, a bootstrapping procedure with 5,000 resamples was performed via SmartPLS version 4.1.0.3 (Henseler et al., 2015).

Results

Measurement Model Results

Prior to assessing the measurement model's reliability and validity, it was necessary to rule out potential common method bias and collinearity issues in the data. To do so, Harman's single-factor test was conducted. The first factor accounted for less than 50% of the total variance, indicating the absence of common method bias in this study (Low et al., 2022; Gao et al., 2024; Podsakoff et al., 2003). Moreover, the constructs' variance inflation factor (VIF) values ranged from 1.123 to 1.277, which are well below the critical threshold of 5.0, suggesting no collinearity problems (Hair et al., 2017).

Table 2 presents the PLS outer loadings for the measurement items. All outer loadings exceeded the recommended threshold of 0.70, ranging from 0.821 to 0.892. Moreover, Table 2 also indicated the reliability and convergent validity for the eight constructs. Cronbach's alpha and composite reliability (CR) values were above 0.70, ranging from 0.800 to 0.847 and from 0.883 to 0.907, respectively. These results confirmed the internal consistency reliability of the model. In addition, the average variance extracted (AVE) values exceeded the recommended threshold of 0.50, ranging from 0.715 to 0.766. Thus, the measurement scales demonstrated adequate convergent validity (Hair et al., 2017).

Discriminant validity was assessed using both the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT). As shown in Table 3, the square root of the AVE for each construct was greater than its corresponding inter-construct correlations, fulfilling the Fornell–Larcker criterion. Table 4 presents the HTMT results, with all values below the recommended threshold of 0.85 (Hair et al., 2011). Thus, discriminant validity was achieved under both criteria.

Table 2: Measurement model results

Measurement Item	Outer loading	Cronbach's Alpha	CR	AVE
Engagement (Cao et al., 2022)		0.829	0.898	0.745
I am willing to spend more time on the live streaming commerce platforms.	0.892			
I am willing to try and track the activities of sellers	0.869			
I am willing to be a fan of the live streaming commerce platforms.	0.828			
Perceived Professionalism (Chen et al., 2020)		0.835	0.9	0.75
Streamers on live streaming commerce platforms are very knowledgeable about products.	0.87			
Streamers on live streaming commerce platforms are product experts.	0.869			
Streamers on live streaming commerce platforms have a lot of experience in products.	0.859			
Perceived Entertainment (Chen and Lin, 2018)		0.820	0.892	0.734

Measurement Item	Outer loading	Cronbach's Alpha	CR	AVE
Watching a live streaming commerce is entertaining.	0.872	0.827	0.896	0.742
Watching a live streaming commerce relaxes me.	0.854			
Watching a live streaming commerce gives me pleasure.	0.844			
Perceived Discount (Chen et al., 2020)				
The live streamer offers great benefits such as big discounts and lots of gifts.	0.876			
I can enjoy higher discounts or more gifts from the live streamer than from other shopping channels.	0.855	0.801	0.883	0.717
I think shopping from the live streamer is more cost-effective than from other shopping channels.	0.853			
Affective Attitude (Sweeney and Soutar, 2001)				
After watching the live streaming commerce, I like the streamer more.	0.889			
I was in a good mood when I watched the live streaming commerce.	0.824			
The streamer's explanation will deepen my interest in the product.	0.824	0.847	0.907	0.766
Cognitive Attitude (Xu et al., 2020)				
While watching the live streaming commerce, my existing understanding regarding products/services is likely to be influenced through streamer information.	0.888			
While watching the live streaming commerce, my current knowledge regarding products/brands is likely to be influenced by streamers.	0.874			
While watching the live streaming commerce, my preference of the product can be changed by streamer interaction.	0.863			
Guanxi (Guo et al., 2021)		0.817	0.89	0.73
Broadcasters on live streaming commerce platforms and I can understand each other.	0.867			
Broadcasters on live streaming commerce platforms and I treat each other as we treat our friends.	0.845			
Broadcasters on live streaming commerce platforms and I have harmonious relationships.	0.851			
Continuous Watching Intention (Hou et al., 2020)				
I intend to continue watching live streaming commerce in the future.	0.881	0.800	0.883	0.715
I will always try to watch live streaming commerce in my daily life.	0.834			
I plan to continue to watch live streaming commerce frequently.	0.821			

Table 3: Fornell-Larcker criterion results

	AA	CA	CWI	EG	GX	PD	PE	PP
AA	0.846							
CA	0.371	0.875						
CWI	0.44	0.411	0.845					
EG	0.335	0.343	0.385	0.863				
GX	0.353	0.296	0.436	0.319	0.854			
PD	0.323	0.307	0.378	0.212	0.31	0.862		
PE	0.356	0.379	0.495	0.259	0.317	0.345	0.857	
PP	0.356	0.33	0.445	0.26	0.273	0.254	0.362	0.866

Note: EG (Engagement), PP (perceived professionalism), PE (perceived entertainment), PD (perceived discount), AA (affective attitude), CA (cognitive attitude), GX (guanxi), CWI (continuous watching intention)

Table 4: HTMT criterion results

	AA	CA	CWI	EG	GX	PD	PE	PP
AA								
CA	0.445							
CWI	0.545	0.496						
EG	0.407	0.405	0.472					
GX	0.428	0.347	0.529	0.38				
PD	0.391	0.363	0.459	0.25	0.371			
PE	0.431	0.449	0.605	0.302	0.377	0.413		
PP	0.427	0.383	0.535	0.301	0.315	0.301	0.423	

Note: EG (engagement), PP (perceived professionalism), PE (perceived entertainment), PD (perceived discount), AA (affective attitude), CA (cognitive attitude), GX (guanxi), CWI (continuous watching intention)

Structural Model Results

The results of hypothesis testing within the structural model are depicted in Table 5. We found that engagement positively impacts users' affective attitude ($\beta = 0.203$, $p = 0.000$) and cognitive attitude ($\beta = 0.215$, $p = 0.000$) towards live streaming commerce, confirming H1a and H1b, respectively. Perceived professionalism was also shown to positively impact affective attitude ($\beta = 0.198$, $p = 0.000$), and cognitive attitude ($\beta = 0.159$, $p = 0.001$) towards live streaming commerce, in support of H2a and H2b. Likewise, H3a and H3b were accepted, as perceived entertainment demonstrated positive impacts on both affective attitude ($\beta = 0.173$, $p = 0.001$) and cognitive attitude ($\beta = 0.215$, $p = 0.000$) towards live streaming commerce. Perceived discount showed positive effects on affective attitude ($\beta = 0.170$, $p = 0.000$) and cognitive attitude ($\beta = 0.147$, $p = 0.001$) towards live streaming commerce as well, supporting H4a and H4b.

Furthermore, the positive influence of affective attitude on users' guanxi with streamers ($\beta = 0.282$, $p = 0.000$) and continuous watching intention ($\beta = 0.255$, $p = 0.000$) was found to be significant, confirming H5a and H5b. Similarly, H6a and H6b were supported, as cognitive attitude indicated significant positive effects on guanxi ($\beta = 0.191$, $p = 0.000$) and continuous watching intention ($\beta = 0.234$, $p = 0.000$). Finally, H7, which proposed that guanxi positively impacts continuous watching intention ($\beta = 0.276$, $p = 0.000$), was accepted. Overall, all the proposed hypotheses were supported.

The coefficient of determination (R^2) values for affective attitude, cognitive attitude, continuous watching intention, and guanxi were 25.5%, 25.3%, 32.9%, and 15.7%, respectively, indicating the good predictive power of the model (Hair et al., 2011). Additionally, effect size (f^2) values ranged from 0.025 to 0.096, indicating small to moderate effect sizes for the examined relationships.

Table 5: Structural model results

		Path coefficient	t-value	VIF	f-square	p-value	Supported?
H1a	EG->AA	0.203	4.087***	1.123	0.049	0.000	Yes
H1b	EG->CA	0.215	4.592***	1.123	0.055	0.000	Yes
H2a	PP->AA	0.198	4.325***	1.211	0.043	0.000	Yes
H2b	PP->CA	0.159	3.061**	1.211	0.028	0.001	Yes
H3a	PE->AA	0.173	3.286**	1.277	0.032	0.001	Yes
H3b	PE->CA	0.215	4.292***	1.277	0.048	0.000	Yes
H4a	PD->AA	0.170	3.446***	1.175	0.033	0.000	Yes
H4b	PD->CA	0.147	3.15**	1.175	0.025	0.001	Yes
H5a	AA->GX	0.282	5.708***	1.16	0.081	0.000	Yes
H5b	AA->CWI	0.255	5.529***	1.255	0.077	0.000	Yes
H6a	CA->GX	0.191	3.872***	1.16	0.037	0.000	Yes
H6b	CA->CWI	0.234	5.204***	1.203	0.068	0.000	Yes
H7	GX->CWI	0.276	6.692	1.186	0.096	0.000	Yes

Note: **p < 0.01; ***p<0.001, EG (Engagement), PP (perceived professionalism), PE (perceived entertainment), PD (perceived discount), AA (affective attitude), CA (cognitive attitude), GX (guanxi), CWI (continuous watching intention)

Direct, Indirect, and Total Effects

Table 6 presents the direct, indirect, and total effects among engagement, perceived professionalism, perceived entertainment, perceived discount, affective attitude, cognitive attitude, guanxi, and continuous watching intention. The results indicate that affective attitude exerts a stronger direct effect on guanxi than on continuous watching intention (0.282 and 0.255, respectively). In addition, the total effect of affective attitude on continuous watching intention was greater than the direct effect of guanxi (0.333 and 0.282, respectively).

Table 6: Results of direct, indirect and total effects

	AA			CA			EG		
	Direct	Indirect	Total	Direct	Indirect	Total	Direct	Indirect	Total
AA	—	—	—	—	—	—	0.203***	—	0.203***
CA	—	—	—	—	—	—	0.215***	—	0.215***
CWI	0.255***	0.078***	0.333***	0.234***	0.053***	0.287***	—	0.129***	0.129***
EG	—	—	—	—	—	—	—	—	—
GX	0.282***	—	0.282***	0.191***	—	0.191***	—	0.098***	0.098***

Notes: **p < 0.01; ***p<0.001, EG (Engagement), PP (perceived professionalism), PE (perceived entertainment), PD (perceived discount), AA (affective attitude), CA (cognitive attitude), GX (guanxi), CWI (continuous watching intention)

Table 6: Results of direct, indirect and total effects (continued)

	GX			PD		
	Direct	Indirect	Total	Direct	Indirect	Total
AA	—	—	—	0.170***	—	0.170***
CA	—	—	—	0.147**	—	0.147**
CWI	0.276***	—	0.276***	—	0.099***	0.099
EG	—	—	—	—	—	—
GX	—	—	—	—	0.076***	0.076**

Notes: **p < 0.01; ***p<0.001, EG (engagement), PP (perceived professionalism), PE (perceived entertainment), PD (perceived discount), AA (affective attitude), CA (cognitive attitude), GX (guanxi), CWI (continuous watching intention)

Table 6: Results of direct, indirect and total effects (continued)

	PE			PP		
	Direct	Indirect	Total	Direct	Indirect	Total
AA	0.173**	—	0.173***	0.198***	—	0.198***
CA	0.215***	—	0.215***	0.159**	—	0.159**
CWI	—	0.12***	0.120***	—	0.112***	0.112***
EG	—	—	—	—	—	—
GX	—	0.090***	0.090***	—	0.086***	0.086***

Notes: **p < 0.01; ***p<0.001, EG (engagement), PP (perceived professionalism), PE (perceived entertainment), PD (perceived discount), AA (affective attitude), CA (cognitive attitude), GX (guanxi), CWI (continuous watching intention)

Discussion

This study identifies four core factors that influence consumers' attitudes and behaviours about live streaming commerce. All proposed hypotheses are empirically supported. This result verifies the reliability of the theoretical framework. It also proves that the chosen constructs can fully reflect the diverse features of the live streaming experience.

The results indicate that viewer engagement, perceived professionalism, perceived entertainment and perceived discount all positively affect consumers' affective and cognitive attitudes. Engagement and perceived professionalism meet consumers' demands for competence and trust (Chen et al., 2023; Leong et al., 2023). Perceived entertainment satisfies users' hedonic needs, while a perceived discount delivers utilitarian value (Putri et al., 2026). This match with core consumer motivations in highly interactive environments accounts for the positive correlations found in this research (Liu and Zhang, 2024). For instance, streamers' professionalism brings positive emotions and builds consumers' rational trust. These factors work together instead of acting independently (Jin et al., 2023; Putri et al., 2026).

The consumers' attitudes further affect their behavioural decisions. Affective attitude helps build guanxi between viewers and streamers and raises continuous watching intention. Cognitive attitude also strengthens guanxi and maintains sustained viewership. Guanxi plays a vital role in this study. Real-time interaction builds viewer loyalty and willingness to revisit live streams (Liang et al., 2025; Wang et al., 2025). This finding distinguishes live streaming commerce from traditional e-commerce, which lacks close interpersonal connections (Guo et al., 2021).

All hypotheses are fully supported in this research. Even so, we should be alert to possible model overfitting. A model with all significant paths may only fit the current sample well. It may not be applicable to other groups or scenarios (Siegel et al., 2026). We suggest future researchers test this model with new samples and research settings to verify its stability. In addition, affective attitude and cognitive attitude are strongly correlated. Although they are separated in this model, they interact and reinforce each other in viewers' perception, rather than functioning independently (Sarstedt et al., 2022).

To conclude, continuous user participation in live streaming commerce is not determined by one single factor. It results from the combined effects of emotional attraction, rational value and interpersonal connections that form during live streaming commerce.

Practical Implications for Asian Business

The findings of this study provide practical insights for streamers, brands, and platform managers aiming to enhance user engagement and continuous watching intention in the live streaming commerce context. Several actionable strategies can be derived to optimise the live streaming experience and foster stronger consumer-streamer relationships. These recommendations are particularly relevant for Asian markets, where guanxi and relational bonds play a central role in shaping consumer behaviour and loyalty.

First, engagement and professionalism should be cultivated among streamers. This study highlights that engagement and perceived professionalism significantly enhance both affective and cognitive attitudes. Streamers should therefore prioritise the creation of interactive and immersive experiences that foster viewer involvement. For instance, incorporating real-time question-and-answer sessions, polls, and interactive games can increase viewer participation and emotional attachment. Additionally, streamers should focus on demonstrating expertise, credibility, and reliability during live broadcasts. Providing detailed product demonstrations, sharing professional insights, and maintaining a polished presentation style can enhance viewers' perceptions of professionalism. Collaborations with industry experts or established influencers may further amplify the perceived professionalism of live streamers, building trust with audiences across diverse segments.

Second, brands should maximise entertainment and perceived value. Perceived entertainment and perceived discount were found to be key drivers of affective and cognitive attitudes. Streamers should focus on creating entertaining and enjoyable content to captivate viewers. The use of humour, storytelling, and visually appealing elements can enhance the entertainment value of live streams. For instance, integrating behind-the-scenes content, live challenges, or interactive performances can make the viewing experience more engaging. Moreover, streamers and brands should strategically deploy discounts, limited-time offers, and exclusive deals to attract and retain viewers. Flash sales during live broadcasts or exclusive discounts for loyal viewers can further enhance perceived value and encourage continuous watching intention. These tactics are especially effective in Asian markets, where consumers are

highly responsive to promotions and personalised offers.

Finally, it is essential for streamers to build guanxi and enhance technical quality. The findings underscore the pivotal role of guanxi in live streaming commerce. Streamers should actively cultivate and maintain strong relational bonds with their audiences. Strategies such as personalised interactions, consistent engagement, and community-building activities can strengthen guanxi. For example, creating exclusive fan groups, hosting regular live sessions, and acknowledging loyal viewers can foster a sense of commitment and loyalty. In addition, drawing on insights from parallel studies on social media telepresence and viewer satisfaction, streamers should focus on optimising the technical and content quality of live streams to enhance viewers' sense of immersion. High-quality video and audio, seamless streaming performance, and visually appealing content can contribute to a more immersive experience, thereby increasing enjoyment and continuous watching intention. Collaborating with professional production teams or investing in advanced streaming equipment can further enhance the technical effectiveness of live streams, reducing interruptions that may weaken viewer engagement.

In conclusion, this study highlights key strategies for enhancing user engagement in live streaming commerce. Streamers should focus on creating interactive, professional, and entertaining content to foster emotional connections with viewers. Offering discounts and exclusive deals can amplify perceived value, while building guanxi through personalised interactions strengthens loyalty. Additionally, optimising technical quality ensures an immersive viewing experience. These approaches can drive continuous watching intention and support the long-term success of live streaming initiatives in Asian business contexts.

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