# THE EFFECT OF INTERACTIVITY AFFORDANCE ON CONUMERS' PURCHASE INTENTION IN LIVE STREAMING E-COMMERCE: THE MODERATING ROLE OF IMPULSIVENESS

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**The effect of interactivity affordance on consumers' purchase intention in live streaming e-commerce: The moderating role of impulsiveness**

**Abstract :**

Grounded in the Stimulus-Organism-Response (SOR) framework, this research seeks to investigate how interactivity affordance (S) influences consumers' purchasing intention (R) through mechanisms such as perceived value and perceived pleasure (O), while also examining the moderating effect of impulsiveness on these relationships. A quantitative research design was employed, utilizing purposive sampling method to gather data from 353 participants. The results reveal that interactivity affordance exerts a positive effect on consumers' perceived value and pleasure, both of which subsequently influence their purchasing intentions. Furthermore, multigroup analysis indicate that impulsiveness moderates significantly the relationship between perceived value, perceived pleasure and purchase intention.

**Keywords:** Interactivity affordance; impulsiveness; perceived value; perceived pleasure; purchase intention

**L'effet de l'accessibilité de l'interactivité sur l'intention d'achat des consommateurs dans le cadre du commerce électronique en diffusion directe : Le rôle modérateur de l'impulsivité**

**Résumé :**

Fondée sur le cadre Stimulus-Organisme-Réponse (SOR), cette recherche vise à étudier comment l'accessibilité de l'interactivité (S) influence l'intention d'achat (R) des consommateurs par le biais de mécanismes tels que la valeur perçue et le plaisir perçu (O), tout en examinant également l'effet modérateur de l'impulsivité sur ces relations. Un modèle de recherche quantitatif a été utilisé, avec une méthode d'échantillonnage raisonné pour recueillir des données auprès de 353 participants. Les résultats révèlent que l'accessibilité de l'interactivité exerce un effet positif sur la valeur et le plaisir perçus par les consommateurs, qui influencent ensuite leurs intentions d'achat. En outre, l'analyse multigroupe indique que l'impulsivité modère de manière significative la relation entre la valeur perçue, le plaisir perçu et l'intention d'achat.

**Mots-clés :** Accessibilité de l'interactivité ; impulsivité ; valeur perçue ; plaisir perçu ; intention d'achat

## Managerial summary

Live streaming is significantly transforming the e-commerce landscape by introducing innovative opportunities for platforms and online retailers to enhance their operational performance. Live streaming represents a novel approach in online retailing, facilitating personalized experiences through real-time video content and interactive communication (Yan et *al*., 2023). Catering to the demands and expectations of digitally adept generation seeking interaction and diverse multimedia content, live streaming is rapidly gaining momentum as a global phenomenon.

Drawing upon the Stimulus-Organism-Response (S-O-R) model, this current research aims to investigate the effect of interactivity affordance on consumers' purchase intentions in the context of e-commerce live streaming and to examine the moderating role of impulsiveness. The findings reveal that interactivity affordance (S) positively influences consumers' perceived value and pleasure (O), which subsequently affect their purchasing intention (R). Moreover, the results indicate that perceived value and pleasure serve to stimulate and amplify purchase intention, particularly among consumers with higher levels of impulsivity.

The findings of this study will be valuable to practitioners, including live-streamers and online retailers, as they provide insights into the effectiveness of interactivity as a key characteristic of live streaming and as a crucial factor influencing customer perceived value and pleasure, implying that streamers should prioritize the integration of interactive features such as live chats and feedback sessions. These elements facilitate real-time communication, enhancing viewers' sense of involvement and consequently their perceived value and pleasure. By promoting two-way communication, e-retailers can effectively shape consumers' perceptions of the experience, positioning it as both functional and enjoyable, thereby increasing the purchase intention. A high degree of impulsiveness can be strategically leveraged to target consumers who are more likely to make impulsive and unplanned purchase decisions, thus increasing the efficacy of marketing strategies and boosting sales in e-commerce live streaming setting.

# The effect of interactivity affordance on consumers' purchase intention in live streaming e-commerce: The moderating role of impulsiveness

## 1. Introduction

The advent of live streaming within e-commerce has revolutionized the shopping experience by facilitating real-time interaction and fostering consumer engagement (Carlson et *al.*, 2019). Unlike conventional e-commerce, streaming e-commerce has gained significant appeal among marketers due to its highly interactive nature (Kang et *al.*, 2021; Hsu and Chaudhry, 2020; Xu et *al.*, 2020). The live streaming market is projected to reach $20bilion in 2022, and it is expected to increase more than threefold over the next five years (Live Commerce Report, 2024). Additionally, the rapid expansion of live streaming within e-commerce has attracted significant attention from scholars and industry professionals, who seek to understand its complex effects on the retail sector and to investigate strategies for sustaining its growth and fostering innovation in response to advancing technologies and evolving consumer expectations (Jia, 2023; Peng, 2023). The exploration of consumer psychology and behavior in the sphere of shopping through streaming medium has become an increasingly important subject of academic investigations worldwide.

Although, a considerable body of research has investigated the mechanism of incidence of e-commerce live streaming on consumers' purchase intention (Wongkitrungrueng and Assarut, 2018; Sun et *al*., 2019; Park and Lin, 2020; Xue et *al.*, 2020). Limited research has addressed the unique interactive functions of streaming e-commerce, hindering a clear understanding of how these interactions influence consumers' purchase intentions. Furthermore, a predominant focus in the literature has been on the motivations of viewers and streamers within streaming platforms (Chen and Lin, 2018; Camilleri and Falzon, 2021; Wang et *al*., 2025). While numerous studies have primarily emphasized utilitarian aspects in the context of social mobile applications, including performance expectancy, effort expectancy, facilitating conditions and pricing value (Tam et *al*., 2018; Akdim et *al*., 2022). Nevertheless, in the realm of emerging technologies such as live streaming, this restrictive viewpoint ignores additional potentially influential factors, such as experiential or emotional value. In this regard, very few researches have highlighted the importance and the effectiveness of interactivity affordance in enhancing perceived value and pleasure. Hence, live streaming is regarded as a hedonic information system (Ming et *al.*, 2021), where consumers interact not only for purchasing purposes but also for pleasure (Ma et *al*., 2022).

Even though, several studies have highlighted that consumers' purchase intentions are predicted by impulsiveness (Zhao et al., 2019; Wang et *al*., 2022; Yang et *al*., 2024). To the best of our knowledge, there is a lack of research has investigated its potential moderating role on the link between perceived value, perceived pleasure and purchase intention in the domain of e-commerce live streaming, indicating a substantial gap in the literature review that warrants further investigation. The current study investigates how psychological and behavioral aspects function within the live-streaming shopping environments. Based on the stimulus-organism-response (S-O-R) theory, this research contributes to the existing body of research on e-commerce live streaming by proposing a model that examines the extent to which interactivity affordance enhances consumers' perceptions of value and pleasure, and ultimately strengthens purchase intentions. Therefore, we seek to address the following research questions: (1) how do interactivity affordance induce consumers' purchase intention in e-commerce live streaming through perceived value and pleasure? (2) How does impulsiveness moderate the relationships?

## 2. Theoretical background and hypotheses development

### *2.1 E-commerce live streaming and the Stimulus-Organism-Response Theory*

Live streaming is an internet-based interactive multimedia platform that allows streamers and users to interact in real-time through various channels of communication such as text, voice and video (Lu et *al*., 2023). Live streaming commerce is a marketing strategy that leverages real-time broadcasts, where streamers provide product demonstrations and share detailed information through interactive communication, thereby stimulating consumers' purchasing intention (Guo et *al*., 2021). Rooted in the field of environmental psychology, the SOR paradigm asserts that environmental stimuli (S) influence individuals' behavioral responses (R) by acting through their internal cognitive and affective sates (O) (Mehrabian and Russell, 1974). Recently, this theory has been deployed in the domain of live streaming shopping. Numerous studies have examined different facets of the live streaming commerce sector, focusing on elements such as the motivations and driving factors behind live shopping behavior (Cai et *al*., 2018), patterns of consumer engagement in live streaming environments (Wongkitrungrueng and Assarut, 2020) and the determinants of consumer loyalty in the context of live shopping experiences (Hsu and Lin, 2020). The SOR model has been adopted as the principal theory for understanding the drivers of streaming purchase behavior. This model offers researchers a stepwise mechanism for the intricate patterns of human behavior (Jabeen et *al*., 2022). Hence, it can be argued that the SOR framework serves as a suitable theoretical foundation within the context of e-commerce live streaming. This current research employs interactivity affordance as the stimulus, with perceived value and pleasure as the organisms, which in turn influence consumers 'purchasing intention as the response, further moderated by the role of impulsiveness.

### *2.2 The effect of interactivity affordance on perceived value and perceived pleasure*

Live streaming shopping is a form of e-commerce that is predominantly characterized by its interactivity. Therefore, during a live shopping experience, users can interact in real time with sellers and consumers. Interactivity pertains to the extant and immediacy of interaction between involved parties (Kang et *al*., 2021). The real-time interaction between sellers and consumers during product presentation enhances consumers' understanding of both price and quality, ultimately simplifying communication, tailoring information and contributing to more informed purchasing decisions (Wang et *al*., 2025). For instance, streamers can demonstrate, try the product and convey their evaluations and experiences in real-time with consumers through the live streaming platform. This interaction boosts trust between sellers and buyers, thereby increasing their perceived utilitarian value (Wang et *al*., 2025). Moreover, the study conducted by Song et *al.* (2022) suggests that the interactive features of live streaming substantially enhance consumers' overall perceived value. Therefore, we propose the following hypothesis:

**H1:** *Interactivity affordance positively influences consumers' perceived value*

From the perspective of social interaction, the convenience and flexibility of communication provided by live streaming platforms appeal strongly to younger audiences, who actively engage by sharing their viewing or purchasing experiences in online shopping, thereby cultivating and fostering a sense of enjoyment and emotional connection between consumers and sellers (Xue et *al*., 2020). According to Xia et *al*. (2024), the interaction between streamers and consumers is likely to elicit a sense of excitement and pleasure during the live streaming experience. In addition, Ma (2023) revealed that individuals tend to experience more enjoyable and pleasant interactions when engaging with others who share similar traits. Likewise, Song et *al*. (2022) have demonstrated that interactivity has a positive effect on consumers' emotional responses within live streaming platforms. Based on the preceding discussion, we formulate the following hypothesis:

**H2:** *Interactivity affordance positively influences consumers' perceived pleasure*

*2.3 The effect of perceived value and perceived pleasure on consumers' purchase intention*

Perceived value refers to the consumer's evaluation of a product's worth and utility (Zeithaml, 1988) In the domain of e-commerce, consumers' perceived value is often related to cost savings, time and energy reduction (Grob, 2018). According to Bridges and Floresheim (2008), utilitarian value is strongly linked to consumers' purchase intentions and behavior compared to hedonic value. Thus, consumers are more inclined to make purchasing decisions particularly for utilitarian purposes (Shang et *al.*, 2023). In the context of online retail, consumers' perceptions of an e-commerce platform's value play an important role in influencing their purchasing decisions (Zhu et *al.*, 2009). Several studies (Ahn and Lee, 2019; Qing and Jin, 2022; Song et *al.*, 2022) have demonstrated that perceived value is positively associated with consumers' willingness to purchase products in the e-commerce environment. In light of this standpoint, we expect that consumers' perceptions of functionality, convenience, utility and cost savings as dimensions of utilitarian value can enhance their likelihood of purchasing products during e-commerce live streaming. Hence, we posit the following hypothesis:

**H3:** *Perceived value positively influences consumers' purchase intention*

Perceived pleasure refers to consumers' emotional and affective reactions to a product, service or experience (Xu et *al.*, 2020). Furthermore, in the context of live streaming, pleasure represents the sense of enjoyment and happiness experienced by users (Stoyanova et *al.*, 2015; Chan et *al.*, 2017). Generally, affective responses to external stimuli play a crucial role in fostering and increasing consumers' purchasing intention (Shang et *al.*, 2023). Attractive website interfaces in e-commerce environments have been found to stimulate consumers' perceived pleasure, thereby strengthening purchase intentions (Chen et *al.*, 2020). Prior studies (Singh et *al.*, 2021; Shang et *al.*, 2023) have investigated the relationship between perceived pleasure and consumers' purchasing intention. Thus, we hypothesize:

**H4:** *Perceived pleasure positively influences consumers' purchase intention*

*2.4 The moderating role of impulsiveness*

Existing literature in consumer behavior suggests that impulsiveness denotes a distinctive individual trait, marked by identifiable cognitive and behavioral tendencies (Beatty and Ferrell, 1998). Impulsiveness is further reinforced by the streamer's capability to tailor the shopping experience, providing viewers with the impression that they are receiving individualized recommendations aligned with their specific interests (Cho and Yang, 2021). Multiple scholarly investigations have scrutinized the link between impulsiveness and consumers' purchase intentions in the domain of e-commerce live streaming (Zhao et al., 2019; Wang et *al.*, 2022; Yang et *al.*, 2024). However, there is a noticeable gap in the literature concerning the moderating effect of impulsiveness especially on the link between perceived value, perceived pleasure and purchase intention. In this research, it is presumed that perceived value and perceived pleasure will be more effective in promoting and increasing consumers' purchasing intention for consumers in high impulsiveness compared to those in low impulsiveness. Accordingly, we propose the following hypotheses:

**H5a:** *Impulsiveness moderates the relationship between perceived value and purchase intention*

**H5b:** *Impulsiveness moderates the relationship between perceived pleasure and purchase intention*

**Figure 1: Conceptual model (see Appendix)**

## 3. Methodology

A quantitative research design was conducted using a purposive sampling method to recruit participants who had experiences in purchasing products through e-commerce live streaming. This approach deliberately selects participants with relevant traits or expertise related to the goals of the research, thus ensuring greater insight and pertinence of the data collected. Data gathering was carried out through a structured questionnaire administered online in Tunisia

over a period of two months from February and March, 2025. To ensure the appropriateness and the suitability of the sample, a screening question was incorporated into the survey: "Have you used live streaming platforms to purchase products?" Only respondents who reported prior experience with such platforms were permitted to proceed with the questionnaire. From an initial sample of 480 individuals, a total of 353 completed questionnaires were deemed valid, resulting in an effective response rate of 73.54%. The demographic profile of respondents is outlined in Table 1 in the Appendix. The higher percentage of women in the sample can indicate that female consumers are more interested in or engaged in e-commerce live streaming. The questionnaire employs measurement scales derived from prior scholarly research for all variables. Interactivity affordance is gauged using three items adapted from Lin et *al*. (2019). The evaluation of perceived value is based on five items sourced from studies conducted by Park and Lin (2020) and adapted by Shang et *al.* (2023). Three items are used to measure the scale of perceived pleasure derived from Groß (2018). Purchase intention is assessed through three items sourced from Sun et *al*. (2019). Lastly, impulsiveness is estimated using three items drawn from Wang et *al.* (2022). The measurement scales were selected from anterior studies and have proved satisfactory psychometric qualities, including reliability and validity. These scales have been widely deployed and successfully validated in different retail contexts such as live streaming. We chose these specific scales because they support our research objectives and capture the unidimensional structure of the constructs. All variables were measured using a five-point Likert scale, ranging from "1" (strongly disagree) to "5" (strongly agree).

## 4. Data analysis

### *4.1 Measurement model*

For further analysis, SPSS 24 and Amos 26 were used to test the measurement and the structural models. Harman's single factor test was performed to evaluate the potential risk of common method bias. The results revealed that the aggregation of all observed variables into a single factor accounted for 35.341% of the total variance, which is below the 50% threshold, indicating that CMB was not a significant concern in this study (Podsakoff et *al*., 2003). To ensure internal consistency reliability, Cronbach's alpha and composite reliability were calculated, with values greater than 0.7, ranging from 0.771 to 0.894, and from 0.762 to 0.923 respectively (Hair et *al*., 2015). The Average variance extracted (AVE) values exceeded the recommended threshold of 0.5, indicating convergent validity (Fornell and Larcker, 1981). The measurement model estimation via CFA is detailed in Table 2. Additionally, the results depicted in Table 3 demonstrate that the square root of the average variance extracted (AVE) for each construct exceeds the corresponding inter-construct correlation coefficients, supporting discriminant validity (Fornell and Larcker, 1981).

### *4.2 Structural model*

The research hypotheses were tested through structural equation modeling (SEM). The structural model exhibits a strong overall fit, as evidenced by the following adjustment indices (CMIN/df=2.575; RMR=0.036; AGFI=0.983; GFI=0.942; CFI=0.919; NFI=0.969; RMSEA=0.051). According to Table 4 in Appendix, the findings of the path coefficients demonstrate that interactivity affordance has a positive and significant effect on perceived value ($\beta$=0.223; t=4.544; p<0.001) and perceived pleasure ($\beta$=0.423; t=6.991; p<0.001), supporting H1 and H2. Moreover, the results reveal that perceived value ($\beta$=0.100; t=2.116; p<0.05) and perceived pleasure ($\beta$=0.299; t=6.043; p<0.001) positively and significantly influence consumers' purchasing intention of products through e-commerce live streaming, supporting H3 and H4.

### *4.3 Multi-group analysis*

This research used a multi-group analysis within Amos software to test the moderating effect of impulsiveness. This method entailed a comparative analysis of the structural pathways across two groups of high degree of impulsiveness (n=180) and low degree of impulsiveness (n=173).

A significant chi-square difference was observed between the unconstrained and constrained models, indicating that the impact of perceived value and perceived pleasure on purchase intention differed among groups with varying levels of impulsiveness (H5: $\Delta\chi^2$ =16.925, P=0.000). As outlined in Table 5 in Appendix, the incidence of perceived value on purchase intention was found to be more important among consumers with a high degree of impulsiveness ($\beta$=0.238; t=4.055; p<0.001), while it was not statistically significant among those with lower impulsiveness ($\beta$=0.153; t=1.668; p>0.05), thereby providing partial empirical support for H5a. In the same vein, perceived pleasure exerted a greater effect on purchase intention among individuals exhibiting a high level of impulsiveness ($\beta$=0.888; t=9.909; p<0.001), compared to those with a low level of impulsiveness ($\beta$=0.106; t=2.866; p<0.05), thereby supporting H5b.

## 5. Discussions, contributions, limitations and future researches

### *5.1 Discussions of results*

This current research aimed to investigate the effect of interactivity affordance on consumers' purchasing intention within the context of e-commerce live streaming. Drawing upon the SOR approach, we developed a conceptual model to examine the associations among interactivity affordance as a feature of live streaming (external stimulus), consumers' perceived value and pleasure (internal organisms), and their subsequent purchasing intention (response), while also investigating the moderating role of impulsiveness. The empirical results reveal that interactivity affordance has a positive and significant effect on perceived value. This finding aligns with prior researches (Song et *al.*, 2022; Wang et *al.*, 2025). Thus, the interactive and communicative features of live streaming can enhance consumers' perceived utilitarian value by providing important information about products, facilitating cost savings and ensuring product quality. The findings further support the relationship between interactivity affordance and perceived pleasure, as corroborated in previous studies (Ma, 2023; Xia et *al.*, 2024). Accordingly, interactivity affordance with streamers and buyers can elicit feelings of excitement and improve the overall enjoyment of the shopping experience. In accordance with anterior scholarly works (Qing and Jin, 2022; Song et *al.*, 2022), the results confirm the significant impact of perceived value on consumers' purchase intention in the context of e-commerce live streaming. Specifically, the perceived utilitarian value of live streaming can increase consumers' willingness to purchase products on this platform. Moreover, the findings reveal that perceived pleasure has a positive and statistically significant influence on consumers' purchase intention. This outcome aligns with earlier research (Singh et *al.*, 2021; Shang et *al.*, 2023), highlighting that a pleasurable and enjoyable live streaming shopping experience can effectively increase consumers' propensity to make a purchase. Notably, this study demonstrates that impulsiveness moderates significantly the link between perceived value, perceived pleasure and purchase intention. The previously identified relationships were found to be more pronounced among consumers exhibiting a high level of impulsiveness, compared to less impulsive individuals. This implies that within the context of e-commerce live streaming, the perceived utilitarian value plays a pivotal role in reinforcing and stimulating purchase intention, particularly among highly impulsive consumers. Furthermore, the enjoyable and exciting shopping experience offered by live streaming platforms can enhance purchase intention, especially among more impulsive individuals compared to those who are less impulsive.

### *5.2 Theoretical and managerial contributions*

This study makes a substantial contribution to the existing literature on e-commerce live streaming and consumer behavior by providing several key insights that hold considerable theoretical significance. First, the theoretical underpinning of this research is the SOR paradigm to further examine the internal mechanisms through which perceived value and pleasure bridge the effect of interactivity affordance, a key feature of live streaming on consumers' purchase

intention. Second, there is a paucity of evidence concerning the impact of interactivity affordance on perceived value and perceived pleasure in the context of live streaming platforms. Third, the findings of this study highlight the effectiveness of perceived value and pleasure derived from the interactivity of live streaming in stimulating and enhancing consumers' willingness to purchase products. Finally, this research is novel due to its integration of impulsiveness as a moderating variable, providing a new perspective on underlying mechanisms that shape the relationship between perceived value, pleasure and purchase intention in the context of live streaming platforms.

From a practical standpoint, the results of this research provide valuable insights for e-retailers and marketers. First, the empirical findings of this study may help practitioners in the live streaming sector in formulating strategies to attract and retain consumers, thereby gaining a competitive advantage in the retail market. Second, platform developers should incorporate advanced tools, such as smart screens, storytelling elements and gamification features, to enhance two-way, real time communication and interaction between streamers and viewers. Moreover, streamers should invest in improving their expertise in product information and broadcasting capabilities to better address consumer expectations and deliver tailored, high quality content, ultimately fostering a stronger sense of utilitarian value and ensuring an enjoyable and pleasant shopping experience. Third, increasing consumers' perceived utilitarian value and pleasure serves as a foundational driver of purchase intention in the realm of e-commerce live streaming. Lastly, the moderating effect of impulsiveness on the relationship between perceived value, perceived pleasure and purchase intention provides important insights into the influence of this cognitive trait. Marketers can leverage this insight to more effectively target and engage consumers with higher impulsive tendencies in the live streaming landscape.

*5.3 Limitations and future researches*

While this research makes significant contributions, it has certain limitations that merit consideration in future researches. As a purposive sampling method, non-probability sampling is constrained by its inability to generalize the results to a broader population. Future research will mitigate this limitation by using probability sampling techniques. This study employs a cross-sectional design, which limits the ability to investigate causal relationships between variables and track changes over time. Consequently, future research should adopt longitudinal or experimental studies to address these limitations. Furthermore, this study focuses on interactivity affordance as a key feature of live streaming, highlighting the need to take into account other characteristics such as visibility, metavoicing and guidance shopping in future researches.

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**Appendix A:**

**Figure 1: Conceptual model**

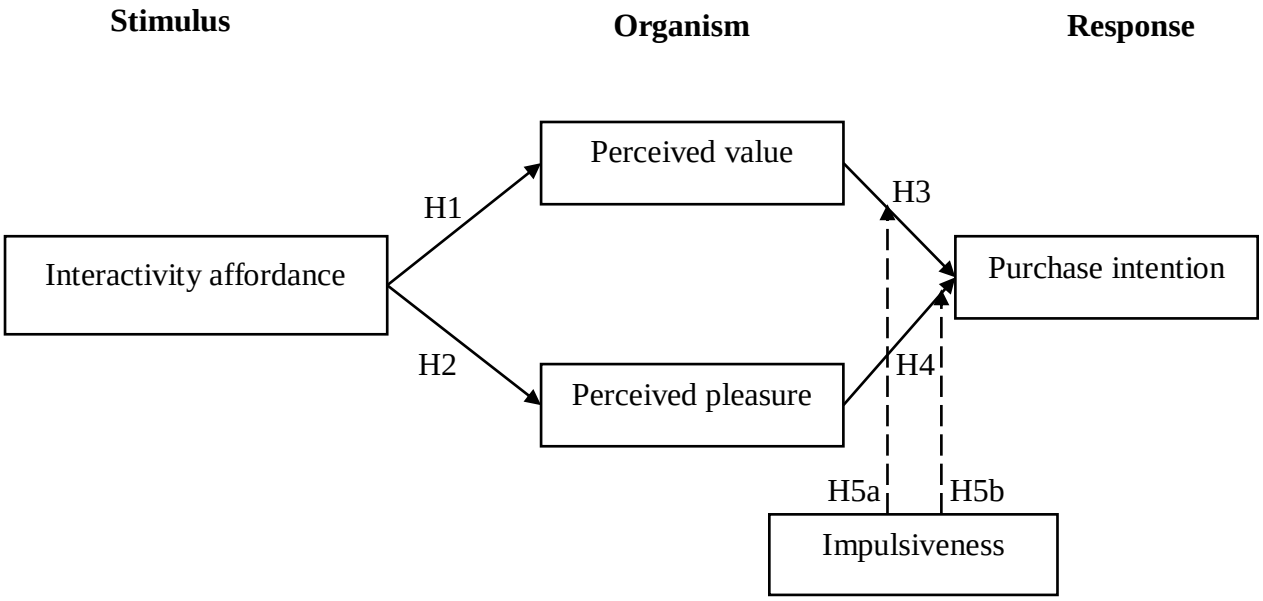


**Table 1: Demographic characteristics of the sample**

| Demographic characteristics | | Frequency | Rate |
|---|---|---|---|
| **Gender** | Male | 138 | **39.09%** |
| | Female | 215 | **60.91%** |
| **Age** | 20-30 | 175 | **49.58%** |
| | 31-50 | 160 | **45.33%** |
| | Above 50 years old | 18 | **5.09%** |
| **Educational level** | High school | 65 | **18.41%** |
| | Undergraduate | 53 | **15.02%** |
| | Postgraduate | 235 | **66.57%** |
| **Monthly income** | Less than 1000 TD | 35 | **9.91%** |
| | 1010-1500 TD | 180 | **50.99%** |
| | 1510-2000 TD | 93 | **26.35%** |
| | Above 2000 TD | 45 | **12.75%** |
| **Average duration of time spent on live streaming platforms** | Less than 1 hours | 25 | **7.08%** |
| | 1-3 hours | 40 | **11.33%** |
| | 3-5 hours | 85 | **24.08%** |
| | More than 5 hours | 203 | **57.51%** |
| **Frequency of live streaming shopping use** | Rarely | 40 | **11.33%** |
| | Sometimes | 75 | **21.25%** |
| | Often | 153 | **43.34%** |
| | Very often | 85 | **24.08%** |

**Table 2: Measurements**

| Variables | Items | Cronbach Alpha | Composite Reliability (CR) | AVE |
|---|---|---|---|---|
| **Interactivity affordance (INT)** | INT1: During livestream shopping, I can maintain two-way communication with live-streamers.<br>INT2: During livestream shopping, I can ask questions and the streamers reply to my questions promptly.<br>INT3: During livestream shopping, I can obtain information that is specific to my needs from streamers. | 0.859 | 0.824 | 0.795 |
| **Perceived value (PV)** | PV1: Live streaming shopping can offer important information about the product.<br>PV2: Given the time I need to spend on shopping, participating live streaming shopping is worthwhile to me.<br>PV3: Live streaming shopping helps me to save money.<br>PV4: The product that the anchor on live streaming shopping recommends is worth buying.<br>PV5: The quality of products sold from live streaming shopping is very well. | 0.894 | 0.762 | 0.723 |
| **Perceived pleasure (PP)** | PP1: Participating live streaming shopping enables me to enjoy the pleasure of shopping.<br>PP2: I experience the emotion of pleasure when I am shopping on live streaming.<br>PP3: Participating live streaming shopping let me experience the relaxation. | 0.870 | 0.913 | 0.862 |
| **Purchase intention (PI)** | PI1: I have an interest to choose live streaming shopping when buying this kind of product.<br>PI2: I intend to purchase products or services through live streaming shopping.<br>PI3: I expect I will purchase products or services through live streaming shopping. | 0.771 | 0.923 | 0.885 |
| **Impulsiveness (I)** | I1: At night, my emotions are easily emotional and impulsive, which can be easily induced by live streaming | | | |

| | | | | |
|---|---|---|---|---|
| | I2: I always buy things on impulse because I watch them on live streaming<br>I3: I can't help buying when I see a good deal | 0.818 | 0.784 | 0.736 |

**Table 3: Discriminant validity**

| | INT | PV | PP | PI | I |
|---|---|---|---|---|---|
| **INT** | **0.892** | | | | |
| **PV** | 0.229 | **0.850** | | | |
| **PP** | 0.387 | 0.455 | **0.928** | | |
| **PI** | 0.473 | 0.330 | 0.507 | **0.941** | |
| **I** | 0.388 | 0.280 | 0.394 | 0.743 | **0.858** |

**Table 4: Hypotheses testing**

| Hypothesis | Paths | Estimate | C.R | P | Result |
|---|---|---|---|---|---|
| **H1** | INT⟶ PV | 0.223 | 4.544 | 0.000 | Supported |
| **H2** | INT⟶ PP | 0.423 | 6.991 | 0.000 | Supported |
| **H3** | PV ⟶ PI | 0.100 | 2.116 | 0.034 | Supported |
| **H4** | PP ⟶ PI | 0.299 | 6.043 | 0.000 | Supported |

**Table 5: The moderating effect of impulsiveness**

| Hypothesis | Causal relationship | Estimate | | C.R | | P | |
|---|---|---|---|---|---|---|---|
| | | **High** | **Low** | **High** | **Low** | **High** | **Low** |
| **H5a** | PV⟶ PI | 0.238 | 0.153 | 4.055 | 1.668 | 0.000 | 0.095 |
| **H5b** | PP⟶ PI | 0.888 | 0.106 | 9.909 | 2.866 | 0.000 | 0.012 |