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Live-Streaming E-Commerce Features and Purchase Intention: Product Involvement as a Boundary Condition in Fujian, China

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Abstract: *Live-streaming e-commerce has become a major digital retail format in China, yet its ability to convert viewers into prospective buyers varies across products, audiences, and live-stream designs. This conceptual review examines three defining live-streaming features—interactivity, authenticity, and entertainment—and explains how they may shape consumers' purchase intention. It further positions product involvement as a boundary condition that can alter the strength of these relationships. Drawing on the Stimulus–Organism–Response perspective and Involvement Theory, the paper synthesises evidence from live-commerce, social-commerce, consumer-involvement, and digital-retailing studies. The review identifies five connected gaps: fragmented treatment of live-streaming features, limited integration of consumer-level moderators, inconsistent direct effects, underrepresentation of Fujian Province, and limited simultaneous testing of multiple interaction effects. The synthesis suggests that interactivity and authenticity are generally associated with stronger purchase intention because they improve access to diagnostic information and reduce uncertainty, whereas entertainment shows a more conditional pattern because enjoyment does not always translate into commercial relevance. Product involvement offers a theoretically coherent explanation for this heterogeneity: highly involved consumers are more likely to scrutinise information and authenticity cues, while lower-involvement consumers may rely more on affective and effortless processing. A parsimonious framework and six testable propositions are developed. The paper concludes with implications for live-stream design, audience segmentation, and future empirical testing among consumers in Fujian Province, China.*

Keywords: *Live-streaming e-commerce; Interactivity; Authenticity; Entertainment; Product involvement; Purchase intention; Fujian Province*

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1. Introduction

Live-streaming e-commerce has transformed digital retail from a largely static browsing activity into a real-time combination of product presentation, social interaction, entertainment, and immediate transaction. Unlike conventional e-commerce pages, a live-commerce session allows viewers to observe product demonstrations, question the streamer, receive instant responses, read other consumers' comments, and purchase without leaving the platform. These functions compress several stages of consumer decision-making into one interactive environment and make the quality of the live experience commercially consequential (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020).

China provides a particularly important context for this form of digital commerce. The research proposal on which this paper is based notes the large scale of Chinese online shopping and live-stream participation and identifies Fujian Province as a commercially relevant setting because of its strong manufacturing clusters, local speciality products, tourism resources, agricultural brands, and cross-border business activities. Official provincial information has also associated the development of live-stream selling with online retail growth while drawing attention to misleading promotion, counterfeit products, and other consumer-protection concerns (Fujian Administration for Market Regulation, 2024; Fujian Provincial Bureau of Statistics, 2024). These conditions make the quality and credibility of live-stream communication particularly important for firms attempting to convert attention into purchase intention.

The managerial problem is not simply whether a business should use live streaming. The more difficult question is which characteristics of a live session deserve priority and whether the same design works equally well for all consumers. High viewer counts, comments, or likes can coexist with weak conversion because consumers can leave a live room immediately, compare products across platforms, or postpone a decision when the content is not relevant or trustworthy. Consequently, firms need evidence about the specific features that influence purchase intention and about the conditions under which those features become more or less effective.

This paper focuses on interactivity, authenticity, and entertainment. They capture three distinctive functions of live commerce. Interactivity represents reciprocal and responsive communication; authenticity represents perceived genuineness and correspondence between presentation and reality; and entertainment represents enjoyment, interest, and emotional engagement. Prior research generally supports the importance of these features, but the strength and directness of their effects vary across studies. Interactivity often improves social presence, information acquisition, and trust, while authenticity can reduce uncertainty and strengthen credibility. Entertainment can sustain attention and generate positive affect, yet viewers may enjoy a live session without developing a purchase intention (Guo et al., 2021; Liu et al., 2022; Jiang et al., 2024; Liu & Zhang, 2024).

A key explanation for this variation is product involvement. Product involvement refers to the personal relevance, importance, interest, and perceived consequence associated with a focal product (Zaichkowsky, 1985). Consumers who regard a product as highly important are more likely to search for information, compare alternatives, and scrutinise claims; consumers with lower

involvement may devote less cognitive effort and rely more on convenience, enjoyment, popularity, or other heuristic cues (Celsi & Olson, 1988). Thus, the same live-stream feature may be interpreted differently depending on the consumer's relationship with the product.

The purpose of this conceptual review is therefore to integrate the three live-streaming features with product involvement and purchase intention within a parsimonious framework relevant to Fujian consumers. The paper synthesises the literature included in the research proposal, clarifies the theoretical logic connecting the constructs, identifies unresolved issues, and develops six propositions for subsequent empirical testing. Rather than adding further mediators to an already complex literature, the review asks a boundary-condition question: when and for whom are interactivity, authenticity, and entertainment most likely to influence purchase intention?

2. Literature review

2.1 Live-streaming e-commerce and purchase intention

Live-streaming e-commerce combines synchronous audiovisual broadcasting with product display, social communication, platform functions, promotion, and transaction. Its distinctive value lies in the simultaneous delivery of utilitarian and experiential benefits. A viewer may obtain technical information, observe a demonstration, receive reassurance from the streamer, encounter peer reactions, and experience entertainment within the same session. This differs from conventional online retail, where product information and social interaction are often separated across pages, reviews, and service channels.

Purchase intention is an appropriate response variable because it represents the consumer's willingness, likelihood, or plan to purchase the focal product. Live-commerce studies have connected purchase intention to platform affordances, interaction, trust, flow, consumption value, streamer attributes, and uncertainty reduction (Sun et al., 2019; Guo et al., 2021; Lu & Chen, 2021; Zhang et al., 2024). However, purchase intention should not be equated with verified purchasing behaviour. It captures a motivational state that precedes a transaction and is therefore useful for examining how a particular live-stream experience changes the consumer's readiness to buy.

The literature also shows that live-stream effects are not uniform. Some models find significant direct effects, while others show that features operate indirectly through trust, immersion, social presence, flow, or perceived value. The variation is theoretically important. It suggests that an average relationship may conceal differences in consumer processing, product type, or session design. Product involvement provides one mechanism for explaining such differences without requiring the assumption that every consumer reacts identically to the same stimulus.

2.2 Interactivity

Interactivity refers to the perceived extent to which communication in a live session is timely, reciprocal, responsive, and participatory. It can involve consumer-streamer interaction, consumer-consumer exchange, and consumer-platform interaction. Viewers may ask questions, request demonstrations, react to comments, click product links, and obtain clarification in real

time. These activities can transform the consumer from a passive recipient of marketing content into an active participant in the purchase process.

Several mechanisms connect interactivity with purchase intention. First, interaction can reduce uncertainty by allowing consumers to seek information that is specific to their needs. Second, rapid and personalised responses increase social presence and make the exchange feel more human. Third, participation can create perceived control because consumers can influence the information presented during the session. Fourth, interaction can improve diagnosticity when the response helps the viewer evaluate whether a product fits a particular requirement. Empirical research supports these mechanisms. Sun et al. (2019) linked live-stream affordances to engagement and purchase intention, while Liu, Wang, et al. (2022) showed that different interaction forms can influence social presence, conformity, and intention. Liu and Zhang (2024) further demonstrated that consumer-streamer, consumer-platform, and consumer-consumer interactions do not necessarily produce identical effects.

Interactivity should nevertheless not be treated as automatically beneficial. High chat volume can overload consumers, superficial replies can create the appearance rather than the substance of responsiveness, and scripted engagement may be interpreted as manipulation. Han and Zhao (2026) reported a pattern in which interactivity strengthened presence and authenticity that subsequently supported trust and purchase intention, while the direct path from interactivity to purchase intention was not significant. Such evidence indicates that the commercial value of interactivity may depend on how consumers process the information provided. Product involvement is therefore a plausible moderator: consumers who care strongly about the product may derive more value from diagnostic questions and customised demonstrations than consumers who are merely browsing.

2.3 Authenticity

Authenticity refers to the consumer's perception that the streamer's communication, product demonstration, and overall presentation are genuine, truthful, transparent, and consistent with reality. It is related to trust but is conceptually distinct. Authenticity concerns the perceived quality and sincerity of the presentation, whereas trust concerns the willingness to rely on the seller or information despite uncertainty. Consumers infer authenticity from cues such as realistic demonstrations, consistency between claims and observable evidence, acknowledgement of product limitations, natural communication, and transparent disclosure.

Authenticity is particularly important in online settings because consumers cannot physically inspect products before purchase. Live video can reduce uncertainty by providing vicarious product trials and immediate clarification, but this advantage disappears when viewers believe the demonstration is staged or misleading (Lu & Chen, 2021). Wongkitrungrueng and Assarut (2020) showed how live streaming can build trust and engagement with social-commerce sellers, while Liu et al. (2022) identified authenticity as an important live-stream feature associated with flow, trust, and purchase intention. More recent work continues to connect interactivity, authenticity, psychological contracts, and loyalty-related outcomes (Han & Zhao, 2026; Lu et al., 2026).

The role of product involvement is theoretically important because the consequences of misinformation are not equal across decisions. When the focal product is expensive, risky, identity-related, or otherwise personally consequential, consumers have stronger motivation to examine whether claims are credible and demonstrations are realistic. Authenticity may therefore exert a stronger influence on purchase intention at higher levels of involvement. Yet an alternative possibility also exists: highly involved consumers may possess prior knowledge and rely more heavily on external reviews or technical sources, reducing dependence on the streamer. Because both mechanisms are plausible, the moderation effect should be tested empirically rather than assumed to be universally positive.

2.4 Entertainment

Entertainment is the extent to which a live-streaming session is perceived as enjoyable, interesting, exciting, relaxing, or emotionally engaging. Humour, storytelling, games, music, host performance, visual effects, and spontaneous audience participation can all contribute to entertainment. The construct captures the hedonic quality of the experience rather than simply the intensity of audiovisual stimulation.

Entertainment matters because consumer attention is scarce. Live rooms compete not only with other sellers but also with short videos, social media, games, and offline activities. Enjoyable content can extend viewing time, create positive affect, promote immersion, and strengthen the social bond between viewer and host. Jiang et al. (2024) found that streamer entertainment supported purchase and follow intentions through trust and flow. Chan et al. (2026) also reported that entertainment-related gratifications can contribute to favourable attitudes and live-stream purchase intention among Malaysian youth, illustrating the broader relevance of hedonic motives in live commerce.

However, the direct relationship between entertainment and purchase intention is less stable than the relationships involving interactivity and authenticity. Liu et al. (2022) found that entertainment contributed to flow and trust but did not directly increase purchase intention in a tourism live-streaming context. Enjoyment can therefore be necessary for attention without being sufficient for purchase. Excessive entertainment may also distract from diagnostic product information or cause the consumer to remember the host rather than the product. Product involvement may help explain these mixed findings. Lower-involvement viewers may be more responsive to affective and effortless cues, whereas highly involved consumers may prioritise evidence and product fit. At the same time, product-related entertainment can remain persuasive under high involvement when it helps consumers learn. The direction of moderation is consequently an empirical question.

2.5 Product involvement

Product involvement reflects the degree to which a product is personally relevant, important, interesting, or consequential to the consumer. Zaichkowsky's (1985) Personal Involvement Inventory established a widely used measurement tradition, while Celsi and Olson (1988) demonstrated that stronger felt involvement increases attention and comprehension. Involvement

can be enduring, reflecting continuing interest in a category, or situational, arising because a specific purchase is expensive, risky, urgent, symbolic, or otherwise important.

Involvement is distinct from engagement with a live stream. A viewer may be highly engaged by an entertaining host while caring little about the product, or may be highly involved with a product while having limited interest in the platform or streamer. This distinction makes involvement especially suitable as a moderator. It captures the consumer's motivation to process the focal product rather than simply the intensity of participation in the live session.

Existing live-commerce research provides direct support for treating involvement as a boundary condition. Joo and Yang (2023) showed that product involvement conditioned the process through which perceived interactivity influenced shopping intention. Zhou and Huang (2023) found that consumer involvement moderated selected relationships between network anchor traits, perceived value, and shopping intention. He (2026) reported that shopping involvement moderated an indirect pathway from immersion through trust to purchase intention. Tian et al. (2026) found that information-oriented and relationship-oriented interaction strategies differed in effectiveness under high- and low-involvement conditions. Although these studies use different models and outcomes, they converge on the idea that consumer processing motivation changes the effectiveness of live-commerce stimuli.

The present framework extends this logic by using product involvement as a common moderator across interactivity, authenticity, and entertainment. This treatment allows comparison of whether involvement strengthens information-oriented cues, alters credibility processing, or changes the role of hedonic stimulation. It also provides a practical basis for segmenting live-stream strategies around the relevance of the product rather than treating all viewers as a homogeneous audience.

Table 1. Selected empirical studies informing the conceptual synthesis

Study	Context	Main constructs	Relevant finding
Sun et al. (2019)	Live-stream shoppers	IT affordances, engagement, purchase intention	Affordances supported purchase intention through engagement.
Wongkitrungrueng & Assarut (2020)	Social-commerce customers	Value, trust, engagement	Live streaming contributed to seller trust and engagement.
Guo et al. (2021)	Cross-border live commerce	Features, value, uncertainty, purchase intention	Features increased value and intention and reduced uncertainty.
Liu et al. (2022)	Tourism live streaming	Interactivity, authenticity, entertainment, flow,	Interactivity and authenticity had direct effects; entertainment

		trust	worked mainly indirectly.
Joo & Yang (2023)	Scenario-based live commerce	Interactivity, immersion, gratification, involvement	Product involvement conditioned the interactivity-to-intention process.
Zhou & Huang (2023)	Live-stream audiences	Anchor traits, value, involvement, shopping intention	Consumer involvement moderated selected relationships.
Jiang et al. (2024)	Live-stream viewers	Expertise, entertainment, trust, flow	Entertainment improved purchase-related outcomes through trust and flow.
Liu & Zhang (2024)	Live-commerce consumers	Three interaction types, presence, trust, intention	Different interaction types produced different purchase-intention effects.
Han & Zhao (2026)	Online consumers	Interactivity, presence, authenticity, trust	Interactivity operated through presence/authenticity; direct effect was nonsignificant.
Tian et al. (2026)	Live-commerce consumers	Interaction strategy, product involvement, stickiness	Information- and relationship-oriented interaction differed by involvement level.

Source: Synthesised from the literature reviewed in the research proposal.

2.6 Theoretical foundation

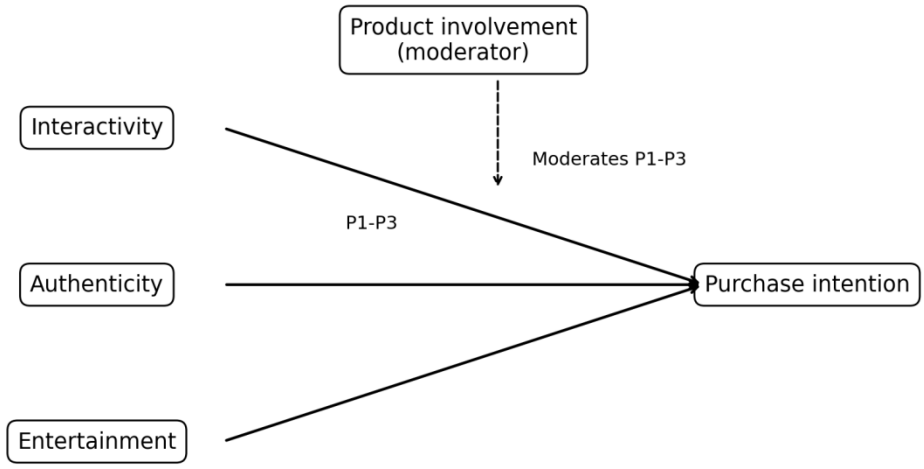
The framework integrates the Stimulus–Organism–Response (SOR) perspective with Involvement Theory. SOR proposes that environmental stimuli influence internal states and subsequent approach or avoidance responses (Mehrabian & Russell, 1974). Digital retailing is well suited to this logic because platform, content, social, and sensory cues can change how consumers evaluate a commercial environment. In the present framework, interactivity, authenticity, and entertainment are treated as perceived environmental stimuli, while purchase intention represents an approach-oriented response.

Involvement Theory supplies the individual-difference explanation that SOR alone does not fully provide. Consumers do not devote the same amount of cognitive and affective effort to every

product. High involvement increases motivation to search for information, compare alternatives, and evaluate credibility; lower involvement makes peripheral, convenient, or affective cues relatively more influential. In this sense, product involvement changes how the live-stream stimuli are weighted before they contribute to purchase intention.

The integration is deliberately parsimonious. Many live-commerce studies use trust, flow, perceived value, uncertainty, or social presence as mediators. Those mechanisms remain important, but the present paper asks a different question: whether the magnitude of the feature-intention relationship varies across involvement levels. This distinction separates mechanism from boundary condition. Mediation explains how an effect is transmitted; moderation explains when or for whom the effect changes. Both are necessary for a mature account of live-commerce behaviour, but a boundary-condition model is especially useful for managerial segmentation.

Figure 1. Proposed conceptual framework



Source: Developed from SOR and Involvement Theory as specified in the research proposal.

3. Methodology

This paper adopts a focused conceptual-review approach derived from the literature base and theoretical structure of the accompanying MSBA research proposal. It is not a systematic review or meta-analysis and does not claim exhaustive coverage of all live-streaming e-commerce publications. Instead, it synthesises peer-reviewed studies and foundational theoretical sources used in the proposal to clarify relationships among five constructs: interactivity, authenticity, entertainment, product involvement, and purchase intention.

The synthesis was organised in three stages. First, studies were grouped according to the focal live-stream feature or involvement construct. Second, the direction and mechanism of the reported relationships were compared, with particular attention to studies showing indirect, nonsignificant,

or moderated effects. Third, the findings were integrated through SOR and Involvement Theory to identify a parsimonious set of direct and conditional relationships. Evidence from China, cross-border e-commerce, tourism live streaming, and international samples was retained because the objective was to identify general theoretical patterns while highlighting the need for subsequent testing in Fujian Province.

The conceptual review prioritises studies directly relevant to the proposed model, including work on IT affordances and purchase intention (Sun et al., 2019), trust and engagement (Wongkitrungrueng & Assarut, 2020), live-streaming features and uncertainty (Guo et al., 2021; Lu & Chen, 2021), interactivity, authenticity, entertainment, flow, and trust (Liu et al., 2022), involvement-related moderation (Joo & Yang, 2023; Zhou & Huang, 2023), and more recent evidence on interaction, entertainment, immersion, and consumer heterogeneity (Jiang et al., 2024; Liu & Zhang, 2024; Han & Zhao, 2026; He, 2026; Tian et al., 2026). The purpose of the review is therefore theory development and research-model clarification rather than estimation of pooled effect sizes.

The output of the synthesis is a conceptual framework with three direct relationships and three moderation relationships. These relationships can later be tested through the quantitative cross-sectional survey specified in the proposal. That empirical stage targets adult Fujian residents with recent live-streaming shopping experience and proposes a structured questionnaire, a minimum of 384 valid responses, and PLS-SEM analysis using SmartPLS 4. The present manuscript, however, reports only the conceptual synthesis and does not present survey results.

4. Themes and findings

4.1 Theme 1: Informational and relational value makes interactivity a likely positive predictor

Across the reviewed studies, interactivity emerges as more than a communication volume measure. Its value depends on whether consumers can obtain relevant answers, exercise participation, and experience responsive human contact. The convergence of uncertainty reduction, social presence, and perceived control provides a strong theoretical basis for expecting a positive association with purchase intention. At the same time, evidence that the direct effect can disappear after mediators are included shows that interactivity should not be treated as a guaranteed conversion mechanism (Han & Zhao, 2026). The first proposition therefore captures the expected average relationship while leaving room for process explanations in future studies.

P1: Live-streaming e-commerce interactivity is positively associated with consumers' purchase intention.

4.2 Theme 2: Authenticity is commercially important because live commerce remains an information-asymmetric environment

The literature consistently positions credible and realistic presentation as a mechanism for reducing product and seller uncertainty. Live video has the technical capacity to reveal more information than static product pages, but only perceived authenticity converts that capacity into

reassurance. This is especially important in markets where exaggerated promotion and product-quality concerns can weaken confidence. The review therefore supports a positive direct relationship between authenticity and purchase intention, although the strength of the relationship may vary according to consumer knowledge and product relevance.

P2: Live-streaming e-commerce authenticity is positively associated with consumers' purchase intention.

4.3 Theme 3: Entertainment attracts attention, but enjoyment and purchase are not equivalent

Entertainment is valuable for attracting and retaining viewers, creating positive affect, and facilitating immersive experiences. Nevertheless, the reviewed evidence distinguishes attention from conversion. A consumer may remain in a live room because it is enjoyable yet have little interest in the promoted product. This explains why entertainment sometimes influences purchase intention through flow, trust, or attitudes rather than through a strong direct path. The positive proposition is retained because entertainment can support approach behaviour, but it is expected to be more context-sensitive than interactivity or authenticity.

P3: Live-streaming e-commerce entertainment is positively associated with consumers' purchase intention.

4.4 Theme 4: Product involvement changes the value of interactive information

High product involvement increases motivation to ask questions, compare alternatives, and evaluate diagnostic information. Interactive functions should therefore be especially useful when the consumer needs tailored clarification. Yet highly involved consumers may also rely on prior knowledge, independent reviews, or technical sources, which can reduce dependence on the live-streamer. The reviewed research confirms that involvement changes the effectiveness of interaction but does not justify one universal direction across products and platforms (Joo & Yang, 2023; Tian et al., 2026).

P4: Product involvement significantly moderates the relationship between live-streaming e-commerce interactivity and consumers' purchase intention.

4.5 Theme 5: Product involvement changes how authenticity cues are scrutinised

When a product is important, costly, risky, or identity-relevant, the consequences of misleading information become greater. Highly involved consumers are consequently more likely to evaluate whether product demonstrations are realistic and whether claims are internally consistent. This logic suggests a stronger authenticity effect under high involvement. However, knowledgeable consumers may also be less dependent on streamer cues. The most defensible conceptual position is therefore significant moderation without imposing a fixed direction before empirical testing.

P5: Product involvement significantly moderates the relationship between live-streaming e-commerce authenticity and consumers' purchase intention.

4.6 Theme 6: Product involvement can change entertainment from a persuasive cue into a secondary cue

Involvement Theory suggests that lower-involvement consumers are more likely to rely on affective and peripheral cues because the decision does not justify extensive cognitive effort. Entertainment may therefore have greater persuasive leverage when product relevance is modest. Under high involvement, consumers may regard unrelated entertainment as distracting and prioritise diagnostic information. Yet the alternative is also possible: highly involved consumers may enjoy category-relevant demonstrations and stories more because the subject is personally meaningful. The mixed empirical record supports a nondirectional moderation proposition.

P6: Product involvement significantly moderates the relationship between live-streaming e-commerce entertainment and consumers' purchase intention.

4.7 Integrated conceptual framework and implications for Fujian

The six propositions form a compact framework in which interactivity, authenticity, and entertainment predict purchase intention and product involvement changes each feature-intention relationship. The framework does not assume that the moderator permanently classifies consumers. The same individual can be highly involved when evaluating an expensive electronic product and only weakly involved when considering a low-cost snack. Segmentation should therefore be based on the relevance of the focal decision rather than on fixed demographic labels.

For Fujian businesses, this distinction has practical value because the province contains diverse live-streamed product categories. Tea, food, apparel, footwear, household products, tourism services, and electronics differ in price, risk, sensory characteristics, and symbolic meaning. A standardised live-room script is unlikely to be optimal across all categories. High-involvement products may justify longer demonstrations, trained specialists, transparent comparison, and structured question-and-answer segments. Lower-involvement products may benefit more from rapid engagement, simple explanations, entertainment, and low-friction purchase cues. These recommendations remain propositions until empirically tested, but they provide a clearer basis for strategy than the assumption that maximum interaction or maximum entertainment is always preferable.

The framework also has implications for platform design and consumer protection. Interaction tools should support meaningful clarification rather than only visible activity metrics. Authenticity can be strengthened through transparent demonstrations, consistent product information, disclosure practices, and mechanisms that discourage misleading urgency. Entertainment should be aligned with the product rather than used as a substitute for product evidence. Taken together, these principles shift live-stream management from traffic acquisition toward fit between the session, the product, and the consumer's processing motivation.

Table 2. Summary of proposed relationships

Proposition	Relationship	Expected effect
P1	Interactivity -> Purchase intention	Positive direct relationship
P2	Authenticity -> Purchase intention	Positive direct relationship
P3	Entertainment -> Purchase intention	Positive direct relationship
P4	Product involvement x Interactivity -> Purchase intention	Significant moderation
P5	Product involvement x Authenticity -> Purchase intention	Significant moderation
P6	Product involvement x Entertainment -> Purchase intention	Significant moderation

Source: Developed by the researcher.

5. Conclusion and recommendations

This paper reviewed the relationships among interactivity, authenticity, entertainment, product involvement, and purchase intention in live-streaming e-commerce. The synthesis shows that interactivity and authenticity have comparatively strong theoretical support because they improve access to information, increase responsiveness, and reduce uncertainty. Entertainment is also important, but its commercial influence is more conditional because enjoyment does not automatically generate a purchase intention. These differences help explain why live-streaming studies sometimes report inconsistent direct effects.

The central contribution of the review is to position product involvement as a common boundary condition across all three feature-intention relationships. SOR explains how live-stream features function as environmental stimuli and purchase intention as an approach response; Involvement Theory explains why consumers exposed to the same stimuli may assign them different weights. The resulting framework shifts the research question from whether live-streaming features matter to when and for whom they matter.

Three recommendations follow. First, future empirical studies should test the six propositions simultaneously rather than evaluating each feature in isolation. The proposed Fujian survey provides a suitable next step because it anchors all measures to one recent live-streaming session and one focal product. Second, moderation should be analysed using continuous product-involvement scores and interaction terms rather than only dividing consumers into

arbitrary high- and low-involvement groups. Third, managers should treat involvement as a situational segmentation variable. Information-rich interaction and transparent evidence should be prioritised when consumers face consequential decisions, while entertainment should be designed to support rather than displace product understanding.

The review has limitations. It is a focused conceptual synthesis derived from the research proposal rather than an exhaustive systematic review, and it does not provide empirical estimates from Fujian consumers. It also concentrates on three live-stream features while excluding price discounts, brand familiarity, streamer attractiveness, trust, perceived risk, and actual purchasing behaviour from the core model. These boundaries are intentional because the objective is theoretical clarity. Subsequent research can extend the framework through mediation, moderated mediation, multi-group comparison, or actual behavioural outcomes after the direct and conditional relationships are established.

Overall, the literature supports a move from uniform live-streaming strategies toward involvement-sensitive design. The effectiveness of a live room depends not only on what the seller presents but also on how relevant the product is to the consumer. A better fit between interactive information, authentic presentation, entertainment, and product involvement can improve the explanatory value of live-commerce research and provide more actionable guidance for businesses operating in Fujian Province and comparable digital markets.

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