

Impact of Live Streaming E-Commerce Model on Tourism Product Consumption Behavior from the Perspective of Emotional Value

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Abstract

Digital technology drives the boom of live streaming e-commerce and creates new opportunities for the sales of tourism products, yet the mechanism behind interactive marketing and emotional value has not been fully explored. Based on the S-O-R theory, this study explores the impact of live streaming interactive marketing on consumers' purchase intention of tourism products and verifies the mediating effect of emotional value. With 406 valid questionnaire samples collected, structural equation modeling and the Bootstrap method are used for empirical analysis. The results indicate that anchor interactivity boosts audience trust and promotional interactivity increases audience satisfaction. Both trust and satisfaction serve as partial mediators, with their mediating effects accounting for 42.23% and 47.13% respectively. The conclusions offer theoretical references and practical strategies for tourism enterprises to optimize live streaming operations through emotional engagement.

Keywords: *Live Streaming E-Commerce, Emotional Value, Tourism Products, Purchase Intention, S-O-R Theory, Interactive Marketing*

1.Introduction

In recent years, the rapid iteration of digital technologies in China has significantly expanded internet application scenarios, leading to the rapid rise of live streaming e-commerce. This emerging business model has transformed consumer shopping patterns by enhancing efficiency and reducing decision-making time. According to the 55th Statistical Report by the China Internet Network Information Center (CNNIC), as of December 2024, the number of internet users in China reached 1.108 billion, with online shopping users accounting for 87.9% of total internet users. By 2023, the number of live streaming e-commerce users reached 597 million, representing 54.7% of total internet users. Compared with traditional e-commerce models, live streaming e-commerce offers stronger immediacy and interactivity, effectively stimulating consumers' purchase intentions and improving decision-making efficiency.

In the tourism consumption sector, live streaming e-commerce enables consumers to obtain more information about travel products through anchor presentations, real-time demonstrations, and interactive engagement, thereby increasing consumer trust in tourism destinations and tourism products. Tourism live streaming differs from general product live streaming in that it places greater emphasis on product descriptions, diverse forms of presentation, and online interaction between anchors and tourists, focusing on a sense of presence rather than merely verbal product introductions (Wang & Jiao, 2020). However, research on how e-commerce influences tourism product consumption behavior remains limited, particularly regarding specific mechanisms, marketing strategies, and consumer purchase intentions.

From the consumer decision-making perspective, consumers' purchase decisions are influenced by product descriptions provided by anchors, interactive performance during live streaming, and information exchange in comment sections. In traditional online marketing contexts, higher levels of social media interactivity stimulate greater consumer interest and comment behavior, thereby enhancing consumer engagement (Godey et al., 2016). Live streaming rooms are not merely shopping venues but also possess social attributes, allowing consumers to share product experiences and consumption feelings. Such sharing and communication enable consumers to experience pleasure from interaction while obtaining richer product information, further amplifying the advantages of online marketing and helping businesses establish positive interactive relationships with consumers (Zhang et al., 2018).

This study aims to extend research on consumer purchase intentions in online environments and apply it to the analysis of tourism product consumption behavior. Compared with traditional e-commerce, live streaming e-commerce is characterized by high interactivity and immersive experiences, enabling consumers to understand

products more intuitively, thereby influencing their purchase intentions. However, the specific mechanisms through which interactive marketing influences consumer purchase intentions require further investigation. Therefore, this study adopts an emotional value perspective, integrating live streaming e-commerce phenomena with relevant literature, to explore the impact of interactive marketing on consumers' purchase intentions. Existing research has shown that interactive marketing can continuously influence users' emotional value in online environments and affect consumers' purchase intentions in a relatively stable manner. Building on this foundation, this study further examines the role of emotional value in consumers' purchase intentions, exploring how live streaming e-commerce influences consumer purchase intentions through emotional value.

Based on the existing literature and taking the tourism product industry as the research context, this study divides interactive marketing into two dimensions—anchor interactivity and promotional interactivity—and examines the relationships between these dimensions and consumers' purchase intentions, with emotional value (trust and satisfaction) as mediating variables.

2. Research Objectives

- 1) To examine whether interactive marketing in live streaming influences consumers' purchase intentions for tourism products.
- 2) To explore the relationships between interactive marketing and emotional value, and between emotional value and purchase intention.
- 3) To examine whether emotional value, as a mediating variable, plays a mediating role between interactive marketing and consumers' purchase intentions.

3. Research Materials and Methods

This study is grounded in the Stimulus-Organism-Response (S-O-R) Theory to explore the impact of live streaming e-commerce interactive marketing on consumers' purchase intentions for tourism products. The S-O-R Theory explains how external environmental stimuli (S) influence individuals' internal states (O), which in turn shape behavioral responses (R) (Mehrabian & Russell, 1974). In live streaming e-commerce contexts, interactive marketing serves as the external stimulus, emotional value (trust and satisfaction) serves as the organism, and purchase intention serves as the response.

Interactive marketing in live streaming e-commerce comprises two core dimensions. Anchor interactivity refers to the real-time communication, emotional expression, and professional demonstrations provided by anchors, which enhance viewers' perceived trust by creating psychological safety and emotional connection. Promotional interactivity refers to the use of time-limited discounts, flash sales, and gamified interactions, which enhance viewers' satisfaction by evoking excitement, a sense of achievement, and perceived value.

Emotional value in this study is operationalized through two dimensions: trust and satisfaction. Trust refers to consumers' reliance on the reliability, honesty, and competence of a particular brand, anchor, or platform. This reliance influences consumers' attitudes and plays a decisive role in purchasing behavior. Satisfaction refers to consumers' subjective positive emotional experience during the live streaming interaction, which enhances perceived value and increases purchase willingness.

Based on the above studies, this paper proposes the following hypotheses. First, live streaming interactive marketing positively affects emotional value. Specifically, anchor interactivity enhances viewers' trust (Gong, 2023; Hollebeek & Chen, 2014), and promotional interactivity enhances viewers' satisfaction (Gautam, 2017). Therefore:

H1: Anchor interactivity in live streaming positively affects viewers' trust.

H2: Promotional interactivity in live streaming positively affects viewers' satisfaction.

Second, emotional value positively affects purchase intention. Trust reduces perceived risk and increases purchase likelihood (Chen & Yin, 2022; Liu & Xu, 2019), and satisfaction enhances perceived value and purchase willingness (Chen, 2024; Jiang, 2024). Therefore:

H3: Viewers' trust in live streaming positively affects purchase intention.

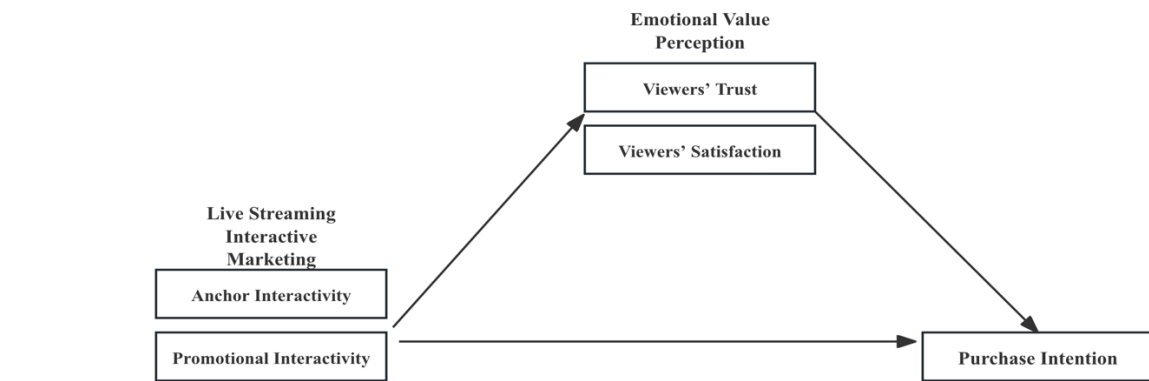
H4: Viewers' satisfaction in live streaming positively affects purchase intention.

Finally, emotional value mediates the relationship between interactive marketing and purchase intention. Trust mediates the anchor interactivity-purchase intention link (Huang, 2022; Wan, 2024; Wei et al., 2022), and

satisfaction mediates the promotional interactivity-purchase intention link (Lin, Wu, & Pan, 2024; Wang, Liu, & Wang, 2021). Therefore:

H5: Viewers' trust mediates the relationship between anchor interactivity and purchase intention.

H6: Viewers' satisfaction mediates the relationship between promotional interactivity and purchase



intention.

Figure 1 Theoretical Research Model

To collect relevant data, this study conducted an online questionnaire survey. The questionnaires were distributed and completed via platforms such as WeChat, Wenjuanxing, and other web-based channels from September to October 2025. SPSS 31.0 and AMOS software were used for data processing and analysis. Specifically, descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, structural equation modeling (SEM), and mediation effect testing were performed.

4. Results and Discussion

4.1 Research Results

In this study, formal questionnaires were distributed via platforms such as Wenjuanxing and WeChat. A total of 406 valid questionnaires were obtained after screening and removing invalid questionnaires, yielding an effective response rate.

Table 1 Descriptive Statistical Analysis of Demographic Variables

Variable	Category	Frequency	Percentage
Gender	Male	184	45.32
	Female	222	54.68
Age	Under18	51	12.58
	18-25	91	22.41
	36-45	81	19.95
	45and above	63	15.52
Education al level	High school or below	149	36.70
	Junior college	107	26.35
	Bachelor's degree	120	29.56
	Master's degree or above	30	7.39
Monthly income (RMB)	3000	130	32.02
	3001-6000	179	44.09
	6001-10000	74	18.23
Below	Above 10000	23	5.67

Source: Compiled by the author. The same applies hereinafter.

Regarding gender distribution, female respondents accounted for 54.68% and male respondents accounted for 45.32%, indicating a relatively balanced gender structure. Regarding age distribution, the 26-35 age group accounted for 120 respondents (29.56%), forming the main group, which is consistent with the characteristics of the primary consumer group for tourism products and live streaming consumption, namely

young and middle-aged consumers; the proportions of the other age groups were relatively lower. In terms of educational attainment, respondents with a high school diploma or below accounted for 36.70%, those with a junior college diploma accounted for 26.35%, and those with a bachelor's degree accounted for 29.56%, indicating a generally moderate educational level among respondents. In terms of income, those earning below RMB 3,000 accounted for 32.02%, and those earning RMB 3,001-6,000 accounted for 44.09%, indicating a generally moderate income level, which is consistent with the current trend that the main live streaming consumption market consists of young and middle-aged consumers with medium incomes.

This study used SPSS 31.0 software to conduct reliability analysis. As shown in Table 2, the overall Cronbach's α coefficient of the anchor interactivity scale is 0.900, which is greater than 0.8, indicating high overall internal consistency. The overall Cronbach's α coefficient of the promotional interactivity scale is 0.903, which is greater than 0.8. For the dependent variable, the overall Cronbach's α coefficient of the purchase intention scale is 0.904, which is greater than 0.8, indicating that the overall reliability of the scale is acceptable. For the mediating variables, the overall Cronbach's α coefficient of the trust scale is 0.872, and the satisfaction scale is 0.889, both greater than 0.7, indicating good overall reliability. The analysis results show that all scales demonstrate good reliability, indicating that the research data have good internal consistency.

Table 2 Reliability Test of Variables and Dimensions

Variable	Cronbach's α
Anchor interactivity	0.900
Promotional interactivity	0.903
Trust	0.872
Satisfaction	0.889
Purchase intention	0.904

The items of each dimensional scale in the questionnaire were adapted from previously validated and mature studies. The logic is sound, the wording is standardized, and the content validity is high. In addition to content validity, factor analysis is required to assess construct validity. Before conducting exploratory factor analysis (EFA), the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity must be used to determine whether the data are suitable for factor analysis. Generally, the KMO value should be greater than 0.7, with values above 0.8 considered good; data with KMO values below 0.5 should be discarded. In Bartlett's test of sphericity, a significance level of 0.00 indicates that the correlations among variables are appropriate and that factor analysis is suitable. As shown in Table 3, the KMO values for all variables are above 0.8, and the significance probability of Bartlett's test is 0.000, indicating that this scale is suitable for factor analysis.

Table 3 KMO and Bartlett's Test of Sphericity

Variable	KMO Value	Bartlett's Test (p-value)
Anchor Interactivity	0.891	0.000
Promotional Interactivity	0.892	0.000
Trust	0.832	0.000
Satisfaction	0.843	0.000
Purchase Intention	0.891	0.000

Confirmatory factor analysis (CFA) was conducted using AMOS software to evaluate the overall goodness of fit of the measurement model in this study. As shown in Table 4, the ratio of chi-square to degrees of freedom is 1.276, which is less than 3; the RMSEA value is 0.026, which is less than 0.10; the GFI value is 0.980; the CFI value is 0.998; the NFI value is 0.990; and the NNFI value is 0.990. All these indices are greater than 0.9, indicating a good fit between the empirical data and the measurement model.

Table 4 Model Fit Indices

Index	X ²	df	P	X ² /df	GFI	RMSEA	CFI	NFI	NNFI
Value	559.3	302	0.161	1.276	0.980	0.026	0.998	0.990	0.990
Criterion	—	—	>0.05	<3	>0.9	<0.10	>0.9	>0.9	>0.9

Confirmatory factor analysis (CFA) was conducted using AMOS software to evaluate the overall

goodness of fit of the measurement model in this study, which is a standard procedure for testing model adaptability in empirical research. As shown in Table 4, the ratio of chi-square to degrees of freedom is 1.276, which is less than 3; the RMSEA value is 0.026, which is less than 0.10; the GFI value is 0.980; the CFI value is 0.998; the NFI value is 0.990; and the NNFI value is 0.990. All these indices are greater than 0.9 and fully meet the commonly accepted evaluation criteria. All these indices are greater than 0.9, indicating a good fit between the empirical data and the measurement model.

Table 5 AVE and CR Results of the Model

Variable	Average Variance Extracted (AVE)	Composite Reliability (CR)
Anchor Interactivity	0.643	0.900
Promotional Interactivity	0.654	0.903
Trust	0.633	0.872
Satisfaction	0.667	0.889
Purchase Intention	0.654	0.904

Correlation analysis is used to measure the degree of association between two or more variables and is a prerequisite for regression analysis. This study used the Pearson correlation model to verify whether interactive marketing dimensions are significantly correlated with consumers' purchase intention and emotional value, as well as the correlation between emotional value and consumers' purchase intention. As shown in Table 6, the Pearson correlation coefficients between anchor interactivity and purchase intention, and between promotional interactivity and purchase intention, are 0.513 and 0.512, respectively, with a significance level of $p < 0.01$. The Pearson correlation coefficients between anchor interactivity and trust is 0.556, and between promotional interactivity and satisfaction is 0.479, with $p < 0.01$. The Pearson correlation coefficient between trust and purchase intention is 0.551, and between satisfaction and purchase intention is 0.549, with $p < 0.01$.

Table 6 Correlation Analysis Results

Variable	1	2	3	4	5
Anchor Interactivity	(0.802)				
Promotional Interactivity	0.564	(0.809)			
Trust	0.566	0.477	(0.796)		
Satisfaction	0.493	0.479	0.475	(0.817)	
Purchase Intention	0.513	0.512	0.551	0.549	(0.809)

Note: Square roots of AVE are shown in parentheses on the diagonal.

Since the above correlation analysis cannot fully reflect the relationships among all variables, regression analysis is conducted in this section to further explore causal relationships and test the hypotheses proposed in this study. It serves as a crucial supplementary analytical method for the previous correlation results. SPSS 31.0 software was used to construct regression models to ensure the rationality and validity of the research results.

As shown in Table 7, linear regression analysis was conducted with anchor interactivity and promotional interactivity as independent variables, and purchase intention as the dependent variable. The model R^2 is 0.422, indicating that this model can explain 42.2% of the variance in purchase intention. The model VIF values are all below 5, indicating no multicollinearity; the Durbin-Watson (D-W) value is 1.971, close to 2, indicating no autocorrelation in the conceptual model and good model fit. The regression coefficients and test results for each dimension are as follows: anchor interactivity ($B = 0.186$, $t = 3.340$, $p = 0.001 < 0.01$), promotional interactivity ($B = 0.219$, $t = 3.861$, $p = 0.000 < 0.01$). From these regression coefficients and test results, it can be seen that interactive marketing dimensions both have a significant positive effect on purchase intention.

Table 7 Regression Analysis of Interactive Marketing and Purchase Intention

Variable	Unstandardized Coefficients	Standardized Coefficients	t	p	VIF
Constant	1.405	—	8.363	0.000	—
Anchor Interactivity	0.186	0.186	3.340	0.001	1.564

Promotional Interactivity	0.219	0.219	3.861	0.000	1.564
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Table 7 Regression Analysis of Interactive Marketing and Purchase Intention (continued)

Variable	Unstandardized Coefficients	Standardized Coefficients	t	p	VIF
R ²	0.422				
Adjusted R ²	0.416				
F	F (2, 403) =147.653, p=0.000				
D-W	1.971				

Note: Dependent variable = Purchase Intention

As shown in Table 8, linear regression analysis was conducted with anchor interactivity as the independent variable and trust as the dependent variable. The model R is 0.309, indicating that anchor interactivity accounts for 30.9% of the variance in trust. The regression coefficient for anchor interactivity is 0.872 ($t = 15.796$, $p = 0.000 < 0.01$), indicating a significant positive relationship between anchor interactivity and trust.

Table 8 Regression Analysis of Anchor Interactivity and Trust

Variable	Unstandardized Coefficients	Standardized Coefficients	t	p
Constant	1.405	—	8.363	0.000
Anchor Interactivity	0.872	0.556	15.796	0.000
R ²	0.309			
Adjusted R ²	0.307			
F	F (1, 404) =249.653 P=0.000			
D-W	1.908			

Note: Dependent variable = Trust

As shown in Table 9, linear regression analysis was conducted with promotional interactivity as the independent variable and satisfaction as the dependent variable to explore their quantitative correlation. The model R is 0.229, indicating that promotional interactivity accounts for 22.9% of the variance in satisfaction. The regression coefficient for promotional interactivity is 0.936 ($t = 41.253$, $p = 0.000 < 0.01$), indicating a significant positive relationship between promotional interactivity and satisfaction. This statistical result strongly supports the predictive effect of the core variable in this research. In other words, higher levels of promotional interactivity tend to bring about a noticeable increase in users' overall satisfaction.

Table 9 Regression Analysis of Promotional Interactivity and Satisfaction

Variable	Unstandardized Coefficients	Standardized Coefficients	t	p
Constant	1.405	—	8.363	0.000
Promotional Interactivity	0.936	0.479	41.253	0.000
R ²	0.229			
Adjusted R ²	0.227			
F	F (1, 404) =1702.210, p=0.000			
D-W	1.908			

Note: Dependent variable = Satisfaction

As presented in Table 10, linear regression analysis was adopted to explore the predictive effect of trust and satisfaction on purchase intention, where trust and satisfaction were set as independent variables and purchase

intention served as the dependent variable. The R value of the regression model is 0.303, revealing that trust and satisfaction can collectively explain 30.3% of the variance in purchase intention. Specifically, trust ($B = 0.577$, $t = 11.986$, $p < 0.01$) and satisfaction ($B = 0.496$, $t = 8.625$, $p < 0.01$) both reach a statistically significant level. It is thus concluded that higher levels of trust and satisfaction can effectively promote consumers' willingness to make purchases.

Table 10 Regression Analysis of Trust, Satisfaction, and Purchase Intention

Variable	Unstandardized Coefficients	Standardized Coefficients	t	p	VIF
Constant	1.405	—	8.363	0.000	—
Trust	0.577	0.551	11.986	0.000	1.564
Satisfaction	0.496	0.526	8.625	0.000	1.564
R ²	0.303				
Adjusted R ²	0.301				
F	F (2, 403) =143.653, p=0.000				
D-W	1.908				

Note: Dependent variable = Purchase Intention

A mediating effect model was constructed to examine the mediating role of emotional value in the mechanism through which interactive marketing affects consumers' purchase intention. Let interactive marketing dimensions be the independent variables X, purchase intention be the dependent variable Y, and emotional value (trust and satisfaction) be the mediating variables M. In this framework, c represents the regression coefficient between X and Y, i.e., the total effect; a represents the regression coefficient between X and M; b represents the regression coefficient between M and Y; ab represents the mediating effect. 95% BootCI indicates the 95% confidence interval of ab obtained via bootstrap sampling; if this interval does not include 0, the effect is significant. If a and b are significant, and c' is not significant, this indicates a full mediation effect; if a and b are significant, c' is also significant, and a*b and c' have the same sign, this indicates a partial mediation effect.

As shown in Table 11, the 95% confidence interval of the mediating effect a*b does not include 0, indicating significance. This shows that the mediating effect exists in the pathway from independent variable X to dependent variable Y. In addition, the direct effect c' is also significant, indicating a partial mediation effect. The mediating effect for trust in the anchor interactivity → purchase intention path accounts for 42.23% of the total effect. The mediating effect for satisfaction in the promotional interactivity → purchase intention path accounts for 47.13% of the total effect. Therefore, the mediating role of emotional value is valid, supporting hypotheses H5 and H6.

Table 11 Mediating Effect Test Results

Path	Effect	Effect Value	95% CI	Proportion
Anchor Interactivity → Trust → Purchase Intention	a*b (Indirect)	0.384	[0.310,0.457]	42.23
	a(X→M)	0.872	[0.764,0.981]	-
	b(M→Y)	0.440	[0.332,0.548]	-
	c' (Direct)	0.525	[0.417,0.633]	57.77
	c(Total)	0.909	[0.785,1.033]	100
Promotional Interactivity → Satisfaction → Purchase Intention	a*b (Indirect)	0.431	[0.335,0.509]	47.13
	a(X→M)	0.936	[0.824,1.048]	-
	b(M→Y)	0.461	[0.353,0.569]	-
	c' (Direct)	0.509	[0.401,0.617]	52.87
	c(Total)	0.914	[0.802,1.026]	100

Based on the above research results, hypotheses H1, H2, H3, H4, H5, and H6 are all supported. All proposed hypotheses are supported by the data analysis.

4.2 Discussion

The results of the above data analysis indicate:

1) Interactive marketing in live streaming e-commerce has a positive effect on consumers' purchase intention. Both anchor interactivity and promotional interactivity exert a significant positive effect on consumers' purchase intention for tourism products. Anchor interactivity, characterized by real-time communication, emotional expression, and professional demonstrations, enhances viewers' perceived trust and engagement. Promotional interactivity, including time-limited discounts, flash sales, and gamified interactions, enhances viewers' satisfaction by evoking excitement and perceived value. Both dimensions significantly contribute to stimulating purchase intention.

2) Interactive marketing has a positive effect on emotional value. Anchor interactivity positively affects viewers' trust, while promotional interactivity positively affects viewers' satisfaction. During the process of interactive marketing, enterprises can effectively enhance consumers' emotional value by demonstrating proactive engagement, professional knowledge, and value-added interactions. Consumers generally perceive that anchors who actively engage in real-time interaction are more trustworthy. By implementing interactive features such as real-time Q&A, professional product demonstrations, and personalized recommendations, enterprises demonstrate their commitment to consumer satisfaction, thereby enhancing emotional value.

3) Emotional value has a positive effect on consumers' purchase intention. Trust and satisfaction both refer to consumers' recognition of the reliability, honesty, and competence of anchors, products, or platforms during purchase decision-making. When consumers develop trust and satisfaction, they are more decisive, increasing purchase frequency and loyalty, reducing perceived risk, alleviating decision-making pressure, and forming dependence, making them willing to purchase. Enterprises can build and maintain consumer trust and satisfaction by improving anchor professionalism, optimizing interactive experiences, enhancing information transparency, and fulfilling promises, thereby facilitating consumer purchasing decisions.

4) Emotional value plays a mediating role in the effect of interactive marketing on consumers' purchase intention. In the process where independent variables (anchor interactivity and promotional interactivity) influence the dependent variable (purchase intention), trust and satisfaction serve as partial mediators. This indicates that interactive marketing can directly and positively affect purchase intention, and can also indirectly reinforce purchase intention by enhancing emotional value. Emotional value reduces consumers' risk perception and helps them acknowledge the value of interactive engagement. It is a core factor in establishing long-term relationships between brands and consumers, strengthens emotional dependence and brand loyalty, and serves as an important basis for consumer decision-making in the live streaming market. Emotional value is the key link between interactive marketing and consumers' purchase intention.

5. Research Conclusions

Based on the empirical analysis presented earlier, this study draws the following conclusions. The above findings indicate that interactive marketing in live streaming e-commerce (anchor interactivity and promotional interactivity) has a positive effect on consumers' purchase intention for tourism products, and emotional value (trust and satisfaction) plays a partial mediating role between them. Based on these conclusions, the following countermeasures and suggestions are proposed for enterprises to implement live streaming marketing practices:

1) Strengthen anchor professionalism and interactive capabilities. Empirical results show that anchor interactivity has a significant positive effect on consumers' purchase intention. Tourism enterprises need to invest in training anchors to deliver professional, authentic, and responsive interactions. Anchors should serve as trusted travel advisors rather than mere salespeople. This includes providing in-depth training on destination knowledge, itinerary details, accommodation experiences, and travel tips, enabling anchors to build authoritative trust through professional explanations.

2) Design engaging promotional activities to enhance emotional value. Promotional interactivity significantly enhances viewers' satisfaction, which in turn promotes purchase intention. Enterprises should design promotional activities that provide clear value and a sense of achievement for consumers. Gamified interactions, personalized offers, and real-time responsiveness can significantly enhance satisfaction. For tourism products, promotional activities should be closely tied to the travel experience, such as "group booking for itinerary

upgrades" or "live streaming reservations for exclusive benefits."

3) Create immersive live streaming experiences. Live streaming content should be designed to create immersive experiences, such as broadcasting from actual tourism destinations, to reduce perceived risk and enhance emotional engagement. Real-time filming from scenic spots, hotels, and experience activities allows users to "experience" tourism products remotely, strengthening product trust. Thematic live streaming series can integrate products into engaging content, increasing viewer engagement and purchase intention.

6. Research Limitations and Future Research Directions

6.1 Research Limitations

Although this study achieved its intended objectives through rigorous design, there remain some limitations:

1) Sample collection limitations: The survey questionnaires used in this study were collected via WeChat, Wenjuanxing, and other online social platforms, and were distributed only online. The sample distribution was relatively concentrated, which may limit the generalizability of the findings.

2) Measurement scale limitations: The measurement scales used in this study were based on authoritative scales in the marketing field, incorporating live streaming e-commerce factors and referencing previous scales created by many scholars. Although the questionnaire's reliability and validity fall within an acceptable range, there remains room for improvement.

3) Industry-specific limitations: This study selected the tourism product industry as the research context. However, it did not focus on any specific type of tourism product or destination in depth.

4) Scope limitations: This study only explored the mediating role of emotional value (trust and satisfaction) between interactive marketing and consumers' purchase intention. Other potential factors affecting consumer behavior were not considered, and the model's comprehensiveness needs further improvement.

6.2 Future Research Directions

1) Regarding sample collection: Expand the scale of survey questionnaires, use random sampling, and combine online and offline methods to ensure coverage across age groups and occupations. This would further enhance sample diversity and representativeness, reduce research bias, and make results more scientific and applicable.

2) Regarding measurement scales: Continuously monitor the development of live streaming e-commerce scales and update them accordingly. Scales can also be further adapted to the characteristics of the research industry to better suit the target population.

3) Regarding industry scope: Future studies can extend to different types of industries for cross-industry comparative analysis or focus on specific types of tourism products to revalidate the model proposed in this study.

4) Regarding research scope: Future research can include additional variables such as platform characteristics, product types, or individual personality traits to more comprehensively explain the mechanism through which interactive marketing influences consumer purchasing behavior.

5) Regarding emotional value dimensions: Future research could explore additional emotional dimensions, such as excitement, pleasure, or arousal, and employ more sophisticated psychological measurement tools to capture the nuanced effects of emotional value on purchase intention.

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