

Drivers of Consumer Attitude and Purchase Intention in Livestream Commerce in India: A Uses and Gratification Perspective

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Abstract: Live commerce (LC) is a form of online shopping that integrates real-time video streaming with capabilities for live demonstrations, interactions, and instant purchasing. Although live streaming has transformed e-commerce, empirical research examining its adoption among Indian consumers remains scarce. This research aims to examine the factors influencing consumers' intentions to purchase on a livestream commerce platform in India. The conceptual framework for the current study on live-streaming commerce is developed based on the uses and gratifications theory. Using a quantitative study and CB-SEM analysis with a sample of 373 respondents, the study examines how utilitarian motivation, hedonic motivation, trust, interactivity, and social presence shape consumer attitudes and purchase intention. The results show that hedonic motivation, utilitarian motivation, and social presence are the three major factors influencing attitudes and intentions to buy on live commerce platforms. The important findings from the research are that hedonic motivation ($\beta = 0.30$) shows the strongest influence on attitude, followed by utilitarian motivation ($\beta = 0.27$), social presence ($\beta = 0.24$), interactivity ($\beta = 0.14$), and trust ($\beta = 0.13$). This finding suggests that in the Indian market, which is in the early stages of livestream commerce adoption, success depends primarily on an entertainment- and value-driven live commerce.

Keywords: Livestream commerce, utilitarian motivation, hedonic motivation, trust, interactivity, social presence, attitude, purchase intention, uses and gratification theory.

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INTRODUCTION

The global e-commerce market is continuously growing, accounting for around 21% of all retail sales in 2024 (Statista, 2025). Live Commerce (LC), or Livestream Commerce (LSC), is a fusion of livestreaming video and e-commerce, used by retailers to reach their customers and provide a superior shopping experience through real-time interaction. Live commerce enables retailers to create shopping channels and host live-streaming shows to sell their products (Kim, He, & Miles, 2023). Adding a real-time interaction feature provides consumers with an interactive experience, helping them get live feedback and have their questions answered. Shopping occurs during live streams on digital platforms or social media, where an influencer promotes a product or brand. This



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platform may give an edge over traditional online sales by driving higher engagement, triggering impulse buying, and enabling real-time feedback.

Alibaba's Taobao Live introduced a livestream broadcast linked with its e-commerce store in May 2016, allowing viewers to watch and shop simultaneously (Sawmong, 2022). China is the most popular live-commerce market in the world, with 57 per cent of users having used the platform for shopping (Arora et al., 2021). The e-Marketer report reveals that in China, \$514 billion in value (17% of all e-commerce sales) was sold through livestreaming commerce in 2022 (Goldberg, 2023). Following the global trend, Indian e-commerce retailers also launched livestreaming commerce in India. In India, 60% of the purchase decisions on the platform are influenced by vloggers and other influencers (Sherif, 2023). Amazon India onboarded 300 influencers to host livestreams in October 2023 during its festival sales (Sherif, 2023). They revealed that 10% of visitors watched a livestream during the first week of sales on "Amazon.in". Other e-commerce platforms in India, like Myntra and Popshop, also introduced live commerce on their websites.

Live commerce has been successful in China but was only recently introduced in other countries. Very little research has been conducted on livestreaming in other countries. Previous researchers have studied live commerce platform design, brand/product effects, and the role of streamers (Chen, Dou, & Xiao, 2023), but very little research has examined the motivating factors. Systematic research shows that the stimulus-organism-response (S-O-R) model and uses and gratifications theory (U&G) are widely used to study livestream commerce users' behaviour (Luo, Lim, Cheah, Lim, & Dwivedi, 2025). The current research examines the motivating factors influencing consumers' participation in live commerce through the lens of uses and gratifications theory, which explains how individuals actively select media channels to satisfy their utilitarian, hedonic, and social needs. This research contributes to the literature on real-time livestreaming commerce and draws on uses and gratifications theory.

Despite its rapid growth, the global diffusion of live commerce remains underexplored, and its acceptance beyond the Chinese market is still poorly understood. Most previous studies were conducted in the mature Chinese market and also demonstrated the commercial effectiveness of influencer-driven live-streaming shopping (e.g. (Liu, Wang, Dong, & Zhao, 2022; Yang, Chaiyasoonthorn, & Chaveesuk, 2024; Q. Zhang, Wang, & Ariffin, 2024)). Apart from China, South Korea, the United States, Indonesia, Thailand, and Vietnam have embraced live commerce. Indian live-streaming commerce is considered an emerging market. In a unified ecosystem like Taobao in China, India's market is divided among e-commerce companies like Flipkart and Amazon Live, as well as niche platforms like Meesho and Myntra. Ni and Ueichi (2024) conducted cross-cultural studies on livestream shopping in the United States, China, and Japan; the findings show that user motivations, sociocultural expectations, and technological acceptance vary significantly across countries. However, these studies focus on China, Japan, and the U.S., leaving an important gap regarding emerging markets such as India, where digital adoption remains unexplored. Recent researchers have shown that live interactivity, social presence, and trust act as important psychological drivers motivating customer engagement and purchase behaviour in livestream commerce (Deng & Gao, 2015; Guo, Hu, Lu, & Ma, 2021; Yang et al., 2024).

Previous researchers have focused on specific aspects such as platform features, streamer characteristics, and product-related elements; a more holistic perspective on what triggers consumers to buy on these platforms remains unexplored. In particular, past studies failed to integrate the factors that explain the intertwined cognitive and emotional processes influencing user behaviour in livestream environments. This study addresses this gap by examining the adoption of livestream shopping in India, providing empirical insights and contributing to a broader cross-cultural understanding of livestream commerce dynamics. Based on the identified research gaps, the following objectives are formulated. They are (1) to identify the key motivational drivers influencing consumers' attitudes towards livestream commerce in India, drawing on the U&G theory framework, (2) to examine the effect of utilitarian motivation, hedonic motivation, social interactivity, social presence and trust on attitude and purchase intentions towards livestream commerce and (3) to find the relationship between consumer attitude and purchase intention in the livestream commerce context. The following sections of the article will highlight recent and initial studies on livestream commerce,

followed by the study's theoretical framework and hypothesis formulation. Finally, the results and conclusions will be presented, ending with future implications and recommendations.

LITERATURE REVIEW

Live-streaming commerce involves integrating technology into a website to broadcast real-time video content on an e-commerce site (Lee & Chen, 2021). During live streaming, broadcasters can interact with their audience and respond to their questions. Live streaming is usually conducted on social media and e-commerce sites. "Amazon Live" and "Taobao Live" are examples of live streaming on e-commerce platforms. Live-streaming commerce is also found on Facebook Live and Instagram Live, where e-commerce businesses are embedded in these live-streaming platforms. One important element of live-streaming commerce is the influencer, and a few streamers in China have used popular celebrities to boost sales (Zhang et al., 2024). Research shows that popular influencers have a greater impact than traditional endorsers in live-streaming commerce, as they are more reliable information sources (Ma, Gao, & Zhang, 2022).

Live-streaming commerce creates a mediated, interactive marketplace in which the broadcaster (often an influencer or a retailer-appointed host) performs multiple roles: product demonstrator, information source, and social engager. Scholars find that the live format's IT affordances, such as immediacy, real-time feedback, concurrent chat, and integrated purchase links, shape consumers' perceived value and directly influence purchase intention (for example, by lowering perceived risk and directly influencing perceived usefulness). Empirical evidence from large-sample studies in social commerce demonstrates that these affordances facilitate information exchange and stimulate purchasing behaviour in livestream settings (Sun, Shao, Li, Guo, & Nie, 2019).

The next phase of research focused on understanding the role of streamer-audience dynamics. Streamers who engage audiences through dialogue, demonstrations, and entertainment increase audience engagement and social presence, and improve trust, which mediates the relationship between live-stream attitude and consumer intention to purchase. Studies analysing streamer behaviour and platform predictors of conversion and gross merchandise value (GMV) in live commerce (Chen et al., 2023) remain limited. Closely related is a body of work on parasocial interaction/relationships and social presence in livestream environments. Parasocial processes are psychological mechanisms that translate social attractiveness and perceived closeness into greater engagement and purchase propensity. Recent quantitative studies in live-stream contexts report that parasocial interaction significantly mediates the effects of social presence and streamer credibility on impulse and planned purchases, showing the psychological pathway from parasocial interaction to buying behaviour (Jiang, He, & Xu, 2024).

Previous researchers have mostly studied the effects of livestreamers and parasocial mechanisms in China and other East Asian countries, such as Indonesia and Thailand (Ni & Ueichi, 2024). The research gap calls for cross-context studies to enable broader empirical tests and theory validation in new emerging markets. Although prior studies have examined livestream commerce in terms of platform design, influencer effects, and technological affordances, the motivational mechanisms driving consumer purchase behaviour remain fragmented. Most previous studies on live streaming have been conducted in mature Chinese and East Asian markets, leaving emerging markets such as India relatively underexplored (Ni & Ueichi, 2024). Furthermore, earlier studies often examine individual determinants in isolation rather than integrating multiple motivational constructs within a unified theoretical framework. Addressing this gap, the present study integrates utilitarian, hedonic, social presence, and trust-related motivations within the framework of Uses and Gratifications Theory to provide a comprehensive understanding of consumer purchase intention in livestream commerce.

Uses and Gratification Theory and Live Commerce

Uses and Gratifications Theory (U&G Theory) is widely used to understand consumers' needs related to media use (Weiss, 1976). Individuals select media based on goal-oriented gratifications to satisfy their psychological needs. U&G theory is applied across various research studies on websites, social media, instant messaging, and

virtual reality. Recently, U&G theories have been used to study adoption in the context of live-streaming commerce. U&G theory is used as a fundamental model for understanding motivation for live-stream commerce in the present study. Previous studies related to media have identified the following gratifications that may influence users' intention to purchase: hedonic, utilitarian, social, and content-related gratifications (Ma et al., 2022). The main motivational factors for user engagement in livestream commerce are utilitarian, hedonic, and social motivating factors. Table 1 lists the important studies conducted in live commerce.

Table 1: Summary of Important Studies in Live Commerce

Author (s)	Title	Theory Applied	Major Findings
Ming, Jianqiu, Bilal, Akram, and Fan (2021)	How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory.	S-O-R theory	Results show that three dimensions of social presence and telepresence have a positive effect on consumer trust and influence consumers' impulsive buying behavior.
Ma (2021)	To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations.	Uses and Gratification Theory	Social and hedonic motivation are significant predictors of livestream shopping intentions.
Sawmong (2022)	Examining the Key Factors that Drive Live Stream Shopping Behaviour.	Uses and Gratification Theory and Source Credibility Theory	The study results show that entertainment, informativeness, expertise, and trustworthiness have a positive effect on purchase intention.
Liu et al. (2022)	Marketing by live streaming: How to interact with consumers to increase their purchase intentions	Stimulus-organism-response theory	The findings show that interactions, both product information interaction and interactions with other consumers, tend to increase purchase intention through social presence and consumer conformity.
Yang et al. (2024)	Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector	Stimulus-organism-response theory	The findings revealed that trust and impulsiveness positively influence purchase intention.

THEORETICAL FRAMEWORK AND HYPOTHESES

Uses and gratifications theory, applied within the live-streaming context, provides a valuable framework for understanding how various attributes of live streaming motivate consumers to buy. Various variables and the development of hypotheses are explained in this section.

Utilitarian Motivation and Purchase Intention in Live Commerce

Utilitarian motivation (UTI) is considered another critical determinant of behavioural intention. Utilitarian motivation can be defined as goal-oriented, rational, and functionally oriented behavioural intentions among consumers (Ma et al., 2022). Research related to live commerce shows that utilitarian motivation is positively related to the intention to buy (Cai, Wohn, Mittal, & Sureshbabu, 2018; Joo & Yang, 2023; Wu & Huang, 2023). For instance, Wu and Huang (2023) demonstrate that perceived utilitarian value significantly increases both trust in the streamer and trust in the product, which in turn promotes continuous purchase intention in live

commerce. Similarly, Zhang et al. (2024) show that the utilitarian variable is a strong predictor of attitude and purchase intention, especially when moderated by streamer popularity. These findings support the live commerce context, in which real-time product display, pricing advantages, and information richness can enhance consumers' utilitarian benefits. Therefore,

H₁: Utilitarian motivation positively influences the attitude towards live commerce.

Hedonic Motivation and Purchase Intention in Live Commerce

Hedonic motivation (HED), also called perceived enjoyment, is one of the main factors in media use (Ma et al., 2022; Venkatesh, Thong, & Xu, 2012). It also refers to the fun, pleasure, and excitement that consumers receive from watching and interacting during live streams. Previous research shows that consumers adopt a particular technology if they perceive using it as enjoyable (Chen, Chen, & Chen, 2023). Consumers' perceived enjoyment is a key motivation for viewers to engage in live-streaming commerce, as supported by various research findings (Ming et al., 2021; Yim, Chu, & Sauer, 2017). Previous studies indicate that the enjoyment of live-stream commerce stems from interactions between streamers and consumers. Zhang et al. (2024) report that emotional value (hedonic) significantly drives purchase intention, especially when moderated by streamer popularity. Similarly, more studies show that hedonic value strongly influences impulse buying during live commerce, mediated by trust and customer engagement, indicating that enjoyment is not only instrumental but affective (Adha, Prabawani, & Dewi, 2025; Wang, Shi, Shi, & Venkatesh, 2025; Zhu & Vijayan, 2025). Therefore,

H₂: Hedonic motivation positively influences attitude towards live commerce.

Interactivity and Purchase Intention In Live Commerce

Interaction (INT) is the key feature of live commerce, and it is regarded as an important factor that drives purchase intention (Liu et al., 2022; Zhang, Du, & Ge, 2023). The live commerce interaction can be classified into two types: seller-to-consumer interaction and interaction among consumers. Interactions among viewers in live streaming can satisfy consumers' interpersonal needs, reduce perceived risk, and enhance viewers' perceived usefulness (Chen & Liao, 2022). Zhang and Liu (2023) research shows that interactivity in live commerce had a direct and positive effect on consumers' purchase intention. Therefore,

H₃: Interactivity in live commerce has a positive influence on attitude towards live commerce.

Social Presence and Purchase Intention in Live Commerce

Social presence (SOC) is a feeling of being with a real person and the sense of connection with others in the communication process of using media (Oh, Bailenson, & Welch, 2018). The studies show that social presence by itself is not an adequate stimulus to improve sales (Xu, Huang, & Shang, 2021). Previous research findings show that social presence has a direct effect on consumer trust (Ming et al., 2021). The Liu et al. (2022) results reveal that streamer interaction and interaction among consumers have a direct impact on social presence and consumer conformity in live-streaming e-commerce (Liu & Zhang, 2024). Research conducted in Indonesia shows that social presence does not influence purchase intention (Carolina, Susilo, Shafina, & Surjandy, 2022). This is due to Indonesian live commerce being embedded in social media platforms like TikTok and Instagram, whereas in India it runs on Amazon Live. Research conducted recently in China shows that social presence has a moderating effect on social commerce (Tao, Alam, Lahuerta-Otero, & Mengyuan, 2024). Therefore,

H₄: Social Presence in live commerce has a positive influence on attitude towards live commerce.

Trust and Purchase Intention in Live Commerce

Live streaming has experienced significant growth in recent years, but one of the critical issues for its success is related to consumer trust. Consumer trust can be related to the product they are going to buy and the streamer in live commerce. Consumer trust is consumers' belief that the features, quality, and after-sales service of the products displayed in live streams are as good as described by live streamers (Wongkitrungrueng, Dehouche, & Assarut, 2020). Recent research conducted on Taobao Live shows that trust has a direct effect on

purchase intention (Liu & Zhang, 2024). Yang et al. (2024) research findings reveal that trust acts as a key psychological mechanism: higher trust, induced by engaging livestream attributes, leads to stronger purchase intentions (Yang et al., 2024). Another study shows that social scene characteristics (e.g., interactivity, immersion) influence purchase intention through both cognitive and affective trust, though this effect is weakened by privacy concerns (Li, Cujilema, Hu, & Xie, 2025). Other studies extend this by exploring more nuanced trust formulation. For example, Shang, Ma, Wang, and Gao (2023) examine how background fitting positively influences perceived trust, which subsequently drives purchase intention through both rational (cognitive) and emotional (affective) pathways (Shang et al., 2023). Therefore,

H₅: Trust in live commerce has a positive influence on attitude towards live commerce.

Attitude and Intention to Purchase

Attitude represents a consumer's overall evaluative judgment of live commerce, how favourably or unfavourably they feel about engaging in livestream shopping. In classical behavioural models such as the Theory of Planned Behaviour (TPB) (Ajzen, 1991), attitude is a foundational antecedent of behavioural intention, including purchase intention. Previous research on online shopping has shown that attitudes are an important factor influencing consumers' purchase intention. Once the viewer becomes interested in participating in live-streaming commerce, it will, in turn, impact purchase intention (Ho, Liu, & Chen, 2022). Moreover, Long, Zaidin, and Mai (2024) extend the TPB and find that consumers' attitudes toward live-stream shopping significantly and positively affect their intention to purchase on live-stream platforms. Similarly, another study shows that perceived quality of live streaming influences consumers' perceived usefulness and trust, which contribute to a favourable attitude, which in turn drives purchase intention (Qing & Jin, 2022). Therefore,

H₆: Attitude toward live commerce has a positive effect on purchase intention.

The following Figure 1 represents the proposed model of the study.

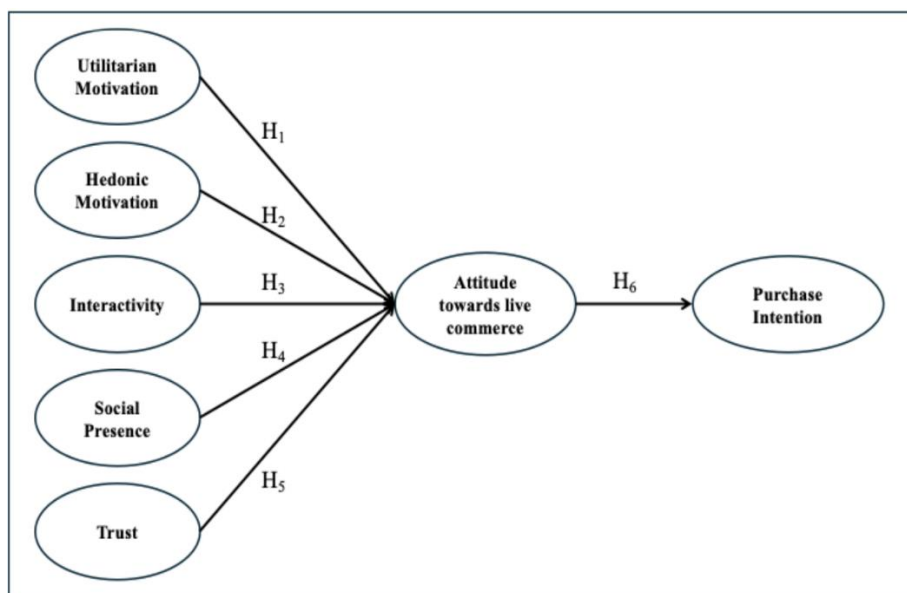


Figure 1: Conceptual Framework of Live Commerce Intention to Purchase

METHODOLOGY

Data Collection

The quantitative research approach is applied to study the factors that motivate consumers to purchase in Live Commerce. To identify the factors influencing consumer engagement in live commerce, data were collected

through an online survey questionnaire. The survey forms were distributed via Google Forms and SurveyMonkey. Informed consent was obtained from all participants, reflecting their willingness to participate before completing the questionnaire. To minimise common method bias, the study relied on participants' self-reported responses. To improve the accuracy of these responses, clear information and detailed instructions were provided to participants before the survey. The introduction section of the questionnaire included a link to Amazon India's Live Commerce site. An online questionnaire was circulated via social media pages and email. The data were collected from March 2025 to July 2025. For participant selection, convenience sampling was applied, choosing those who were willing to participate in the research.

The target audience of this research is in the age group between 18 and 27, as previous research shows that the majority of customers or viewers are Gen Z and millennials (Grand View Research, 2024). A total of 78 per cent of the respondents in this study were between the ages of 18 and 27 years old. Schafer, Konstan, and Riedl (1999) recommended that the N:q ratio should be 10 to 1, or 10 observations (participants) for each estimated parameter in the model. The present study's sample size was 373, which fulfils the 10-to-1 rule for sample size. The online survey received 400 complete responses, which were used for analysis. 27 incomplete response sets were removed from the analysis, resulting in a final sample size of 373.

Variables and Measurement Items

To understand consumers' intention to purchase in live commerce settings, this study examines a model comprising seven key constructs: utilitarian motivation, hedonic motivation, interactivity, social presence, trust, attitude, and purchase intention. The measurement items used in this study were adapted from earlier works by the authors and modified for the context related to live commerce. This survey questionnaire has a total of 34 questions, and 29 questions were constructed using a Likert scale with points ranging from 1 to 5. The variables were shortlisted after a detailed literature review. The latent variables were adapted from the previous literature with adequate reliability. The details of the constructs, measurement items, and sources are provided in Appendix 1.

ANALYSIS AND FINDING

Demographic Characteristics

The demographic analysis shows that the sample consisted of 200 males (53.6%) and 173 females (46.4%). The majority of respondents were young adults, with 61.4% aged 18–22 years, followed by 16.6% aged 23–27 years, while only a small proportion were above 40 years. Most participants reported being aware of live commerce, with 63.5% indicating awareness, compared to 36.5% who were not aware. Regarding professional status, students formed the largest group (62.2%), followed by working professionals (34.3%), with only a small number identifying as entrepreneurs (1.9%) or unemployed (1.6%). In terms of educational background, the sample was mostly well-educated, with 59.2% holding an undergraduate degree and 25.5% holding a postgraduate qualification. Monthly income distribution shows that 73.5% earn $\leq$ 30,000, while 4.6% earn $>$ 120,000, suggesting that the sample is largely composed of lower- to middle-income individuals. The following Table 2 shows the information.

Table 2: Demographic characteristics

Measure	Items	Frequency	Percent
Gender	Male	200	53.6%
	Female	173	46.4%
Age	18-22	229	61.4%
	23-27	62	16.6%
	28-32	32	8.6%
	33-37	21	5.6%
	38-42	13	3.5%

Measure	Items	Frequency	Percent
	43-47	6	1.6%
	48-52	6	1.6%
	53-57	3	0.8%
	Above 57	1	0.3%
Are you aware of livestream commerce?	Yes	237	63.5%
	No	136	36.5%
Professional status	Student	232	62.2%
	Working	128	34.3%
	Entrepreneur	7	1.9%
	Unemployed	6	1.6%
Educational Level	High school or below	37	9.9%
	Diploma	20	5.4%
	Degree (UG)	221	59.2%
	Degree (PG)	95	25.5%
Monthly income ₹ (Indian rupees).	<=30000	274	73.5%
	>30000 and <=60000	56	15.0%
	>60000 and <=90000	13	3.5%
	>90000 and <=120000	13	3.5%
	Above 120000	17	4.6%

Reliability and Validity

This study utilized the covariance-based structural equation model (CB-SEM) using AMOS 26 to evaluate the measurement model, including reliability and validity, via confirmatory factor analysis (CFA). Composite reliability (CR) and Cronbach's alpha were used to assess the reliability of the model constructs.

The following Table 3 represents all of the values, where CR values are greater than 0.8 for all of the constructs, and Cronbach's alpha values are also more than 0.7, showing that the reliability of the research items is acceptable (Hair et al., 2021). We evaluate the validity by using average variance extracted (AVE), as shown in Table 3; all of the AVE values are greater than 0.5, representing reasonable convergent validity; the diagonal values are all greater than the inter-correlation coefficients of the whole constructs, which demonstrates that discriminant validity has been achieved (Fornell, Johnson, Anderson, Cha, & Bryant, 1996).

Table 3: Reliability and Validity results

Variables	α	CR	AVE	MSV	ASV	ATT	HED	UTI	TRU	INT	SOC	PUR
ATT	0.913	0.914	0.727	0.669	0.586	0.852						
HED	0.923	0.924	0.751	0.692	0.549	0.818	0.867					
UTI	0.908	0.908	0.713	0.692	0.514	0.806	0.832	0.844				
TRU	0.935	0.935	0.743	0.511	0.427	0.715	0.670	0.647	0.862			
INT	0.927	0.928	0.764	0.516	0.433	0.718	0.641	0.639	0.561	0.874		
SOC	0.887	0.886	0.722	0.585	0.459	0.765	0.658	0.607	0.660	0.707	0.850	
PUR	0.926	0.927	0.760	0.642	0.514	0.765	0.801	0.740	0.656	0.668	0.658	0.872

Note: UTI= Utilitarian, HED= Hedonic, TRU= Trust, INT= Interactivity, SOC= Social Presence, ATT = Attitude, PUR= Purchase Intention.

Moreover, the study has used the heterotrait-monotrait ratio (HTMT) to check discriminant validity. The following Table 4 shows that all of the HTMT ratios are less than 0.85, indicating no discriminant validity violation (Voorveld, van Noort, Muntinga, & Bronner, 2018).

Common method bias is also checked using Harman's single-factor test. The single factor accounted for 15.754% of the total variance, which is below the 50% threshold (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003), supporting that there is no common method bias in this study.

Table 4: Heterotrait-Monotrait ratio (HTMT)

Variables	ATT	HED	UTI	TRU	INT	SOC	PUR
ATT							
HED	0.818						
UTI	0.770	0.804					
TRU	0.765	0.659	0.660				
INT	0.718	0.672	0.659	0.662			
SOC	0.810	0.835	0.743	0.605	0.653		
PUR	0.722	0.642	0.673	0.711	0.571	0.643	

Furthermore, a confirmatory factor analysis (CFA) was conducted to evaluate the measurement model. Item 5, “The live commerce catches my attention,” of Attitude was removed because of its low loading (less than 0.7). According to Dash and Paul (2021), all model fit indices were acceptable and met the required threshold values. The discrepancy divided by the degrees of freedom was $767.986 / 329 = 2.334$. The GFI (Goodness-of-Fit Index) was 0.854. The comparative fit index (CFI) was 0.955. The RMR (Root Mean Square Residual) was 0.040. Finally, the Root Mean Square Error of Approximation (RMSEA) was 0.060. The next Figure 2 represents the outcomes of confirmatory factor analysis.

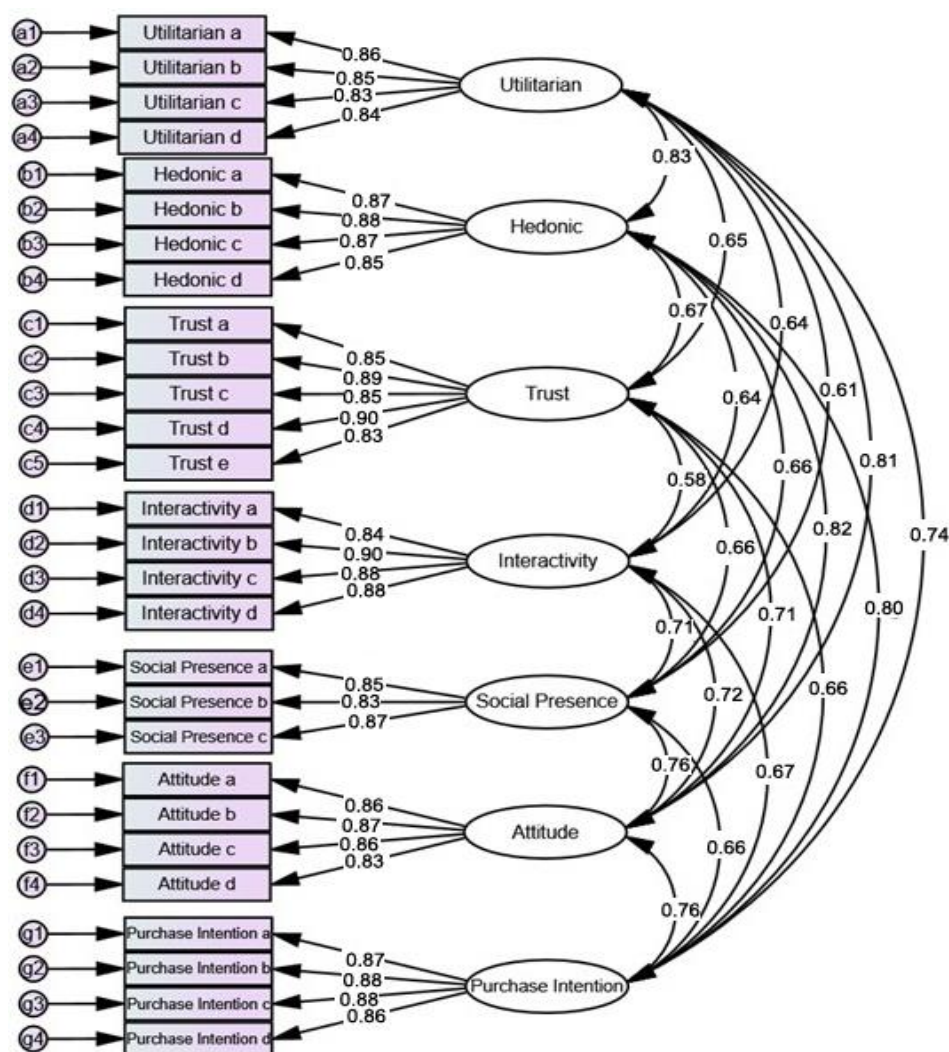


Figure 2: Confirmatory factor analysis results

Structural Equation Model (SEM)

To examine the hypothesized relationships among the model's constructs, a Structural Equation Model (SEM) was employed using CB-SEM. The R^2 values demonstrate substantial results, with the model explaining 67% of the variance in purchase intention (PUR) and 86% in attitude toward live commerce, according to Hair et al. (2021). The path coefficients between the constructs have been represented in the following Table 5:

Table 5: Direct effects of hypothesis testing

Hypotheses	Relation	Path coefficient	P-Value	Result
H1	UTI → ATT	0.27	***	Supported
H2	HED → ATT	0.30	***	Supported
H3	INT → ATT	0.14	0.003**	Supported
H4	SOC → ATT	0.24	***	Supported
H5	TRU → ATT	0.13	0.003**	Supported
H6	ATT → PUR	0.82	***	Supported

Note: *** $p < 0.001$; ** $p < 0.01$

The results of the SEM demonstrate strong support for all hypothesized relationships in the model. Utilitarianism has a positive and significant effect on attitude ($\beta = 0.27$, $p < 0.001$), indicating that functional benefits play a crucial role in shaping user attitudes. Similarly, Hedonic exerts the strongest influence on attitude ($\beta = 0.30$, $p < 0.001$), suggesting that enjoyment and pleasure are key positive attitudes. Interactivity ($\beta = 0.14$, $p = 0.003$) have significant positive effects on attitude, emphasizing the importance of users' trust and interactive experiences in enhancing user perceptions. Social presence further contributes significantly ($\beta = 0.24$, $p < 0.001$), underscoring the role of social influence and perceived presence in shaping attitudes. Live commerce provides consumers with an interactive and synchronous environment, which enables consumers to feel the offline physical store experience when online. In addition, trust ($\beta = 0.13$, $p = 0.003$) have significant positive effects on attitude, emphasizing the importance of users' trust and interactive experiences in enhancing user perceptions. Finally, attitude has a strong and highly significant impact on purchase intention ($\beta = 0.82$, $p < 0.001$), confirming that a favorable attitude is a major predictor of behavioral intentions. Thus, all of the H1, H2, H3, H4, H5, and H6 hypotheses were supported by the study and showed significant relations among the model constructs. The following Figure 3 represents the SEM results. The model fit indices were as follows: CMIN/DF = 2.489, GFI = .845, CFI = .949, RMR = .053, and finally RMSEA = .063.

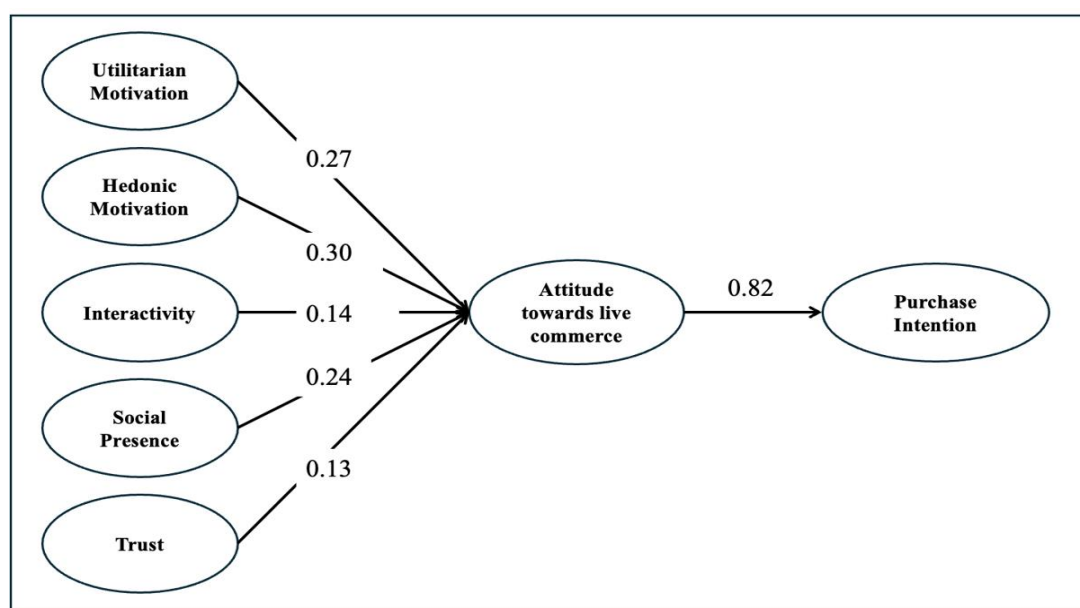


Figure 3: Structural Equation Modelling results

DISCUSSION

The results of the study provide empirical evidence in favor of the proposed framework, demonstrating that utilitarian and hedonic motivations, along with trust, interactivity, and social presence, work together to influence consumers' attitudes toward live commerce and ultimately affect their purchase intentions. This finding contributes significantly to the existing literature related to live commerce and provides practical implications for e-commerce companies. The confirmatory factor analysis of the variables in the model shows high reliability and validity, with CR above 0.80, AVE about 0.50, and an HTMT ratio below 0.85. This shows that the constructs are reliable and valid for use in model testing. The measurement model's fit ($CFI=0.955$, $RMSEA=0.060$) further confirms the validity of the conceptual framework.

The first important findings from the research are that hedonic motivation ($\beta=0.30$) shows the strongest influence on attitude, followed by utilitarian motivation ($\beta=0.27$), social presence ($\beta=0.24$), interactivity ($\beta=0.14$), and trust ($\beta=0.13$). The results reveal that functional benefits and emotional benefits are two important factors influencing attitude and buying behavior. These findings match prior research findings: for example, Han and Jo (2025) and Liu et al. (2022).

Furthermore, the current research results reveal that social presence positively influences attitude and are in line with Chen et al. (2023), who documented that live-stream social presence significantly increases consumer identification, which in turn leads to purchase intention. The findings vary from Carolina et al. (2022)'s research, as in Indonesia, the study was conducted on a social media platform, whereas this study was conducted on an e-commerce platform.

Trust was also found to positively influence consumers' attitudes, although its effect was less pronounced than that of hedonic or utilitarian value. Trust in mature markets is found to be higher, but in a nascent market like India, it is less important than enjoyment and utility. This pattern aligns with earlier work suggesting that ongoing, one-sided relationships formed between viewers and streamers can cultivate trust over time, which in turn encourages purchase decisions. Prior evidence indicates that when viewers feel a personal connection with streamers, the resulting trust becomes an important driver of their intention to buy (Yang et al., 2024).

Similarly, utilitarian and hedonic motivations of live streaming have been shown to significantly enhance attitudes, which mediate their effects on purchase intention (Wu & Huang, 2023).

Interactivity reported by previous researchers shows a strong direct effect in China, but in Indian streams, it shows a modest effect. The main reason for this may be the low chat participation norms adopted by Indians. Moreover, the strong path from attitude to purchase intention ($\beta=0.82$) underscores the central role of consumer evaluation in behavioral outcomes.

This aligns with previous live-commerce literature, where one study demonstrates that interactive characteristics of live streams foster social presence and conformity, both of which enhance purchase intention. These findings support the idea that live commerce is not simply a transactional channel but is also a socially rich, emotionally engaging, and technologically enabled ecosystem.

IMPLICATIONS

This study provides several significant theoretical contributions to the live-streaming commerce literature. Most prior studies on U&G-based models treat gratifications as direct predictors of purchase intention. This study routes all the gratifications through attitude, and this is supported by a very strong attitude–purchase path ($\beta=0.82$), which effectively confirms the importance of the attitude–behaviour logic mentioned in the TPB model. Most previous studies on live commerce studied motivational factors, such as social influence and trust, as separate factors.

This study integrates all five antecedents, with attitude as a mediating factor and purchase intention as the dependent variable. Introducing attitude as a mediating factor in purchase intention ($\beta=0.82$) strengthens the U&G theory. Introducing social influence and trust expands the theory. Most studies conducted in China

report trust as a dominant factor (e.g., Han and Zhao (2026)); the current study's results show that hedonic and utilitarian motivations dominate trust and interactivity. Most previous studies' analyses were conducted using PLS-SEM, but the current study contributes methodologically by validating its constructs through comprehensive CB-SEM, full CFA, Fornell–Larcker, and HTMT. This adds empirical, stricter theory-testing validation and supports the implications of live commerce for future research. This study is among the first few to empirically test consumer motivation in the Indian market, which is in the early stage of live-stream adoption. This addresses the research gap regarding the limited number of cross-cultural and context-specific validations (Luo et al., 2025). The hedonic factors

The findings from this research also provide several practical directions for e-commerce companies in India that plan to offer a live-stream option on their websites. Hedonic factors like entertainment are highly valued by Indian consumers; therefore, e-commerce platforms that introduce a live-streaming option should incorporate gamification, humour, and visually engaging demonstrations to strengthen consumers' attitudes and intentions to use the services. Utilitarian elements of live streaming are also found to be important, so the platforms should provide clear benefits for using the services, transparent pricing, and detailed product information. The third important factor identified in this research is social presence; the platform should include real-time comments, purchase notifications, and viewer counts. Interactivity with Q&A sessions, real-time polls, and direct responses to viewer questions should be actively done to enhance their engagement. Finally, social presence suggests that a platform should design interfaces that encourage them to interact. Features like chat rooms, reaction buttons, and community engagement tools can foster a sense of belonging and increase purchase intention.

CONCLUSIONS, LIMITATIONS AND FUTURE RESEARCH

The main objective of the research is to identify the drivers of consumer attitude and purchase intention in livestream commerce in India. The research framework adopted for this research is based on the Uses and Gratifications Theory. The model comprises utilitarian motivation, hedonic motivation, interactivity, social presence, and trust as independent variables of attitude, which in turn affect purchase intention. The findings from 373 respondents show that all six hypothesized relationships were accepted, with 86% of the variance in attitude explained. The findings show that hedonic motivation is the strongest driver, followed by utilitarian motivation and social presence. This finding suggests that in the Indian market, which is in the early stages of livestream commerce adoption, success depends primarily on an entertainment- and value-driven shopping format. One of the major theoretical contributions of this research is that it extends Uses and Gratifications Theory to the livestream commerce context in a less-researched emerging market and integrates gratification-based motivations with attitude as a unifying mediating mechanism.

Despite these contributions, this study has several limitations and offers scope for future research. First, the sample used in this research consists mainly of younger respondents, which may limit the generalizability of the findings to older consumers and higher-income groups. Future studies could cover participants from a wider range of age groups and occupational backgrounds to strengthen external validity and generalizability. The cross-sectional design limits causal inference, suggesting the need for longitudinal or experimental studies to examine how attitudes and purchase behaviours evolve.

Additionally, all data in this study were collected through convenience sampling and self-reporting, which may introduce response bias. Future research could use more robust sampling methods to better represent the population. Future studies may explore additional variables, such as consumer engagement and parasocial relationships. Comparative studies across product types or streaming platforms could also offer deeper insights into variations in consumer behaviour. Incorporating qualitative approaches may further uncover the psychological motivations underpinning engagement in live commerce. Finally, future studies can examine the adoption of livestream commerce across different product categories, platform types, or streamer characteristics.

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TRANSPARENCY: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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Appendix 1: Constructs, Measurement Items and Sources.

Construct	Scale Item	Source
Utilitarian Motivation	Live commerce provides the information I need to make a purchase decision.	Zhang et al. (2024)
	The introduction of streamer and interactive functions helps me find the right product I want.	Zhang et al. (2024)
	I usually accomplish just what I want to buy in live Commerce	Coimbra, Brito, and de Oliveira Sampaio (2023)
	Live commerce can help me collect information in a more effective way	Ng, Law, Lam, and Cui (2023)
Hedonic Motivation	I feel joyful when watching live commerce.	Li, Wang, and Cao (2022) and Zhang et al. (2024)

Construct	Scale Item	Source
Trust	I feel happy to watch live commerce.	Li et al. (2022)
	Live commerce gave me pleasure.	Li et al. (2022)
	The live commerce got me relaxed.	Ma et al. (2022)
	I believed that the streamers were trustworthy	Ma et al. (2022)
	I believed in the information that the streamers provided.	Ma et al. (2022)
	I trusted that the products I would receive would be the same as those shown on live streaming.	Ma et al. (2022)
	I feel the live streamer is honest	Lee and Chen (2021)
Interactivity	I trust that the live-stream seller will not give information that he/she does not know well	Sawmong (2022)
	The streamers were very happy to communicate with viewers	Ma et al. (2022)
Social Presence	The streamers actively responded viewers' questions	Ma et al. (2022)
	The streamers answered viewers' questions and requests in time	Ma et al. (2022)
	The streamers provided relevant information for viewers' inquiries.	Ma et al. (2022)
	When watching a live stream, there is a sense of human contact.	Liu et al. (2022)
	I felt a sense of sociability when shopping in live commerce.	Yin, Huang, and Ma (2023)
Attitude	I was aware of the presence of anchors and other consumers when shopping in live commerce.	Yin et al. (2023)
	The live commerce gives me a good feeling.	Lee and Chen (2021)
	The live commerce is attractive.	Lee and Chen (2021)
	The live commerce is likable.	Lee and Chen (2021)
	The live commerce is friendly.	Lee and Chen (2021)
Purchase Intention	The live commerce catches my attention.	Lee and Chen (2021)
	I desire to buy the product recommended in the live commerce.	Wang, Aisihaer, and Aihemaiti (2022)
	I would buy the recommended products from this live commerce.	Ma et al. (2022)
	I will likely buy the products recommended in the live commerce.	Yin et al. (2023)
	I would recommend live commerce to my friends and family.	Yin et al. (2023)