

The Impact of Negative Incidents Involving Influencer Live Streaming on Consumers' Purchase Intention

Yue He¹, Yaosen Yuan¹, Yantong Chen¹

¹Business School, Lingnan Normal University, Zhanjiang 524048 China

Abstract:

With the rapid expansion of the live streaming industry, the influencer live streaming e-commerce model has emerged as a significant component of the digital commerce landscape. However, frequent negative incidents involving influencers during live broadcasts have attracted widespread public attention. This study employs a questionnaire survey to examine the impact of both influencer personal factors and non-influencer personal factors on consumers' purchase intentions in the context of such negative events. The findings indicate that influencer personal factors (the collapse of a public persona, false advertising) and non-influencer personal factors (chaotic team management, brand-related crises) have a negative impact on consumers' purchase intentions. The collapse of a public persona and brand-related crises undermine consumers' trust in the influencers and the products they endorse, thereby influencing their purchase intentions. This research offers a new perspective for studies on live streaming by influencers and provides insights for businesses to adjust their response strategies in the face of negative publicity, and for policymakers to improve industry regulation and governance frameworks.

Keyword: Influencer live streaming; Negative Incidents; Consumer purchase intention; Perceived risk; Consumer trust

Date of Submission: 03-12-2025

Date of Acceptance: 14-12-2025

I. Introduction

In the current digital era, cutting-edge internet technologies such as 5G, big data, and artificial intelligence are advancing at a remarkable pace and achieving deep integration. This wave of technological transformation is driving revolutionary changes in the social media landscape. Against this backdrop, influencer live streaming, as a representative form of new media marketing, has rapidly gained prominence worldwide and emerged as a significant force within the e-commerce sector. Essentially, influencer live streaming represents a novel economic model built on individual influence. Online influencers leverage live streaming platforms to attract and accumulate a substantial follower base by sharing aspects of their daily lives, showcasing talents, or providing specialized knowledge. By capitalizing on their personal influence, they effectively convert online "traffic" into actual "sales". The rise of this model has disrupted the long-standing monopoly of traditional media elites over public discourse, offering ordinary individuals opportunities to achieve overnight fame and realize commercial value through their charisma and unique content (Djafarova et al., 2019).

However, alongside the explosive growth of the influencer live streaming industry, crises of standardization and credibility have become increasingly pronounced. Beneath the surface prosperity of live stream commerce lies a range of underlying issues. From the emotional alienation of consumers triggered by the "Li Jiaqi's rebuttal to netizens" incident, to the false advertising and product quality controversies involving companies associated with "Crazy Brother Yang" and "Hong Kong Meicheng Mooncakes", a series of negative incidents have frequently appeared in the media. These events reveal severe problems within the industry, such as misleading promotions, substandard product quality, and difficulties in consumer rights protection. These issues not only directly harm the legitimate rights and interests of consumers but also fundamentally erode public trust in individual influencers and the live streaming industry as a whole, posing a serious threat to its sustainable development. This compels us to delve deeper into the following questions: Through what underlying mechanisms do these negative incidents influence consumers' psychology and behavior? What is the theoretical logic behind this influence? And how can systematic response strategies be developed?

II. Literature Review

Negative Incidents Involving Influencer Live Streaming

Influencers are independent endorsers active on the internet, who utilize social media platforms to share personal opinions and attract online users as followers (Ki and Kim, 2019, Torres et al., 2019), thereby exerting

influence through the content they create on these platforms. Often equipped with substantial knowledge in specific domains, influencers are able to build credibility among their followers and are regarded as experts or opinion leaders in their respective fields (Ki and Kim, 2019). With the rapid development of social media, influencer marketing has emerged as a novel promotional strategy and has garnered increasing attention from businesses (Leung et al., 2022). Companies collaborate with influencers to generate product-related content on social media, aiming to leverage their influence to boost product sales (Leung et al., 2022). Research indicates that interactivity is a key characteristic of live stream commerce, effectively enhancing consumers' sense of participation and purchase intention (Gefen et al., 2003, Lyu et al., 2024).

Existing research has primarily investigated how the source characteristics of influencers—such as credibility (Yan et al., 2022), attractiveness (Kim and Kim, 2021), and follower count (Wies et al., 2023)—affect consumer behavior. Among these, the expertise and competence of influencers are key factors in attracting followers and gaining consumer trust, which in turn promote the purchase of recommended products (Ki and Kim, 2019, Scholz, 2021). In addition, a limited number of studies have begun to explore how linguistic features of influencer-generated content shape consumer behavior (Gamage and Ashill, 2022, Pezzuti et al., 2021). For example, humorous expression in such content has been shown to enhance purchase intention (Guo et al., 2022); content rich in sensory language can increase perceived authenticity and credibility (Cascio Rizzo et al., 2023); and more concrete informational appeals in influencer posts can lead to higher consumer purchase intention (Kapoor et al., 2022). However, little research has examined the impact of negative incidents in influencer live streaming on consumers' purchase intention.

The explosive growth of the influencer live streaming industry has been accompanied by frequent negative incidents, which not only severely damage the public image and reputation of influencers and brands but also lead consumers to question the products or services they endorse, resulting in significant user attrition. The causes of such negative incidents can be categorized into two types: “influencer personal factors” and “non-influencer personal factors”. Influencer personal factors primarily stem from inappropriate behavior by the streamers themselves, mainly reflected in a lack of professionalism and ethical integrity. A deficiency in professionalism—such as the collapse of a public persona—is a significant trigger for negative incidents. For instance, in the incident involving Li Jiaqi's rebuttal to netizens, the influencer failed to manage his emotions effectively during the live stream and resorted to personal attacks. This behavior not only reflects shortcomings in communication skills and emotional control but also disrupts the positive interactive atmosphere essential to live streaming. Ethical lapses represent another prominent issue among some influencers, such as false advertising. A case in point is the “Meicheng Mooncake” incident associated with “Sanzhiyang” where the influencer exaggerated product benefits and concealed product defects in pursuit of commercial gain, seriously misleading consumers. Non-influencer personal factors mainly involve external stakeholders, with chaotic team management and brand-related crises being two key aspects. Poor team management is an important contributor to negative incidents. An efficient and professional team is crucial to an influencer's success, but many support teams suffer from organizational, role definition, and procedural issues. For example, some teams exercise inadequate control in product selection, leading to the promotion of low-quality items, or lack the capability to manage crises effectively, allowing situations to escalate. Such disarray not only compromises the quality and effectiveness of live streams but also increases the likelihood of negative incidents. Brand-related crises refer to serious issues associated with the cooperating brands themselves, such as substandard product quality or illegal operations. When influencers collaborate with such brands, the negative fallout directly affects them, impairing user experience and generating public criticism. For instance, when a well-known brand is exposed for quality failures, influencers who have endorsed its products may face collateral damage, tarnishing their own reputation.

When negative information such as the collapse of a public persona, false advertising, chaotic team management, or brand-related crises comes to light, consumers may become skeptical of influencer live streaming, or even develop resistance, leading them to avoid purchasing products in related live streams. For instance, when influencers engage in dishonest or irresponsible behavior during broadcasts (such as the collapse of a public persona)—once exposed—such actions can severely damage their image in the eyes of consumers. Some influencers exaggerate product effects or provide inaccurate information to attract buyers (such as false advertising); when consumers later find the products do not meet expectations, dissatisfaction toward the influencer and the platform may arise. This dissatisfaction can trigger negative word-of-mouth, further influencing other consumers' purchase intentions. Chaotic management within an influencer's support team can also lead to various issues during live streams, such as insufficient professional competence, poor coordination among members, and inconsistent content quality. These problems can degrade the viewing experience and hinder effective handling of emergent situations during negative publicity. Furthermore, when consumers discover that brands collaborating with an influencer have quality defects (such as Brand-related crises), they may question the influencer's credibility and avoid purchasing products from those brands. This impact may not be limited to the specific brand but could also extend to the influencer's image and other partnered brands.

Based on the above analysis, the following hypotheses are proposed:

H1a: The collapse of a public persona has a significant negative effect on consumers' purchase intention.

H1b: False advertising has a significant negative effect on consumers' purchase intention.

H1c: Chaotic team management has a significant negative effect on consumers' purchase intention.

H1d: Brand-related crises have a significant negative effect on consumers' purchase intention.

Perceived risk

Given the inherent uncertainties associated with products in various aspects, consumers often develop a perception of potential risks, that is, uncertainty whether the product will meet their expectations—a concept termed perceived risk (Ma et al., 2015). Perceived risk helps explain consumers' uncertainty toward the outcome of a purchase intention, thereby assisting businesses in identifying consumer needs, understanding market trends, and formulating precise marketing strategies. Research has shown that an influencer's endorsement of a branded product can help mitigate consumers' perceived risk related to the brand's reputation (Coelho et al., 2018).

When an influencer experiences the collapse of a public persona, consumers may begin to question the values and credibility of the associated brand. They may worry that purchasing products from the brand entails heightened risks, such as concerns over product quality. False advertising directly deceives consumers, preventing them from accurately understanding the true nature of a product. As a result, consumers may fear that the purchased item will fail to deliver as promoted, leading to perceptions of functional and financial risk. Chaotic team management can result in inconsistent product quality and inadequate after-sales service. Consumers may become concerned that any quality issues encountered will not be resolved promptly or effectively, thereby elevating their perceived functional and service risks. Brand-related crises often involve serious negative information, such as non-compliant product quality or corporate misconduct. These incidents can significantly amplify consumer anxiety regarding the safety and reliability of the brand, sharply increasing perceived financial and other forms of risk. Previous research has shown that perceived risk negatively influences product evaluation and purchase intention (Lei et al., 2008, Wu and Lee, 2016). Based on this reasoning, the following hypotheses are proposed:

H2a: Perceived risk mediates the effect of the collapse of a public persona on consumers' purchase intention.

H2b: Perceived risk mediates the effect of false advertising on consumers' purchase intention.

H2c: Perceived risk mediates the effect of chaotic team management on consumers' purchase intention.

H2d: Perceived risk mediates the effect of brand-related crises on consumers' purchase intention.

Consumer trust

Trust can be defined as confidence and expectation of the reliability, honesty, and benevolence of another party or system. However, research suggests that trust arises when the trustor is in a situation involving risk or transactional uncertainty (Das and Teng, 1998). In fact, trust emerges in environments characterized by uncertainty, where individuals actively seek trust as a mechanism to mitigate the negative effects posed by risk and unpredictable factors.

For influencer streamers, consumer trust serves as the foundation for monetization and constitutes a core pillar of their commercial value and personal brand, directly influencing their revenue-generating capacity. In the context of negative incidents in influencer live streaming, many influencers carefully craft distinctive public personas to attract followers. However, some of these personas are later exposed as fabricated—contradicting reality, involving misconduct, inappropriate remarks, or chaotic personal lives. Moreover, false advertising misleads consumers' judgment, making it difficult for them to choose products that truly meet their needs, often leaving them with value that does not match the price paid. Such negative incidents stemming from influencers' personal actions can evoke a strong sense of betrayal among followers, triggering a crisis of trust and leading to a sharp decline in consumers' trust in the influencer. Additionally, as an influencer's fame grows, their supporting team often expands rapidly. However, chaotic team management can result in ineffective handling of public relations crises and inadequate protection of consumer rights. It may also lead to various issues during live streams, such as lax quality control of products and poor after-sales service. These problems directly impair the shopping experience and diminish consumers' trust in the influencer's live stream channel. Furthermore, brand-related crises involving collaborating brands may also negatively affect consumer trust. Consumers may perceive the influencer as lacking diligence and responsibility in selecting brand partners, thereby reducing their trust in the influencer. Such brand crises may also trigger a chain reaction, leading consumers to develop distrust toward the entire live streaming commerce industry. Existing research has shown a positive correlation between consumer trust and purchase intention (Jarvenpaa et al., 2000, Yen and Chiang, 2021). Negative incidents in influencer live streaming are likely to reduce consumer trust, which in turn negatively influences consumer behavior. Therefore, based on the above analysis, the following hypotheses are proposed:

H3a: Consumer trust mediates the effect of the collapse of a public persona on consumers' purchase intention.

H3b: Consumer trust mediates the effect of false advertising on consumers' purchase intention.

H3c: Consumer trust mediates the effect of chaotic team management on consumers' purchase intention.

H3d: Consumer trust mediates the effect of brand-related crises on consumers' purchase intention.

III. Research Design

Research Model

In summary, the theoretical framework of this study is illustrated in Figure 1.

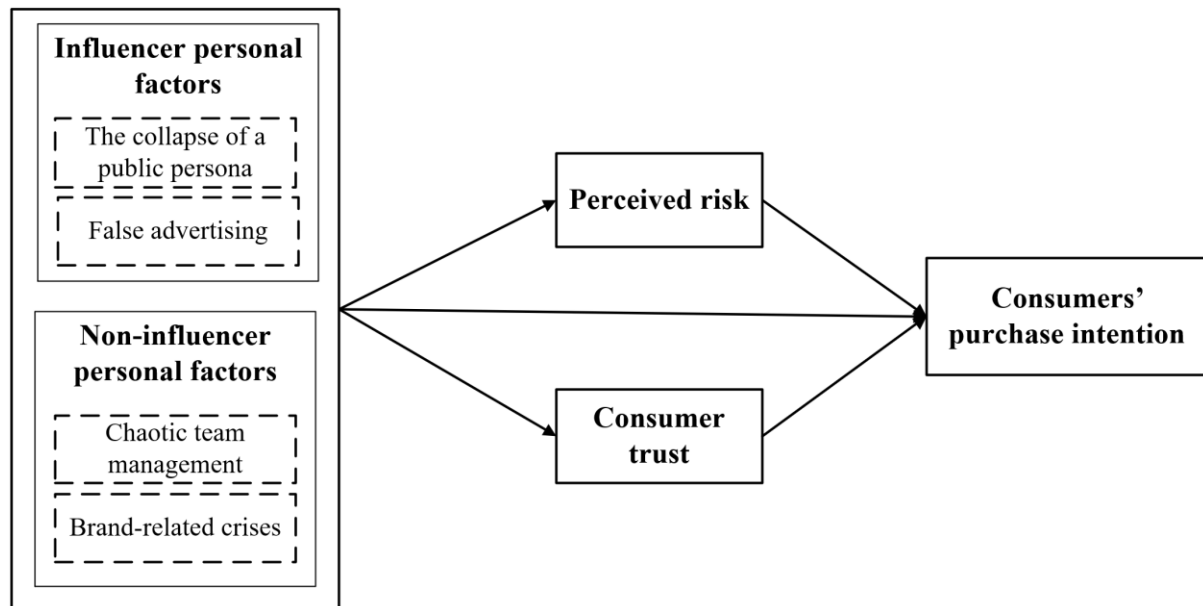


Figure 1 Theoretical Model

Research Design

This study employed a questionnaire-based methodology, utilizing the online platform Wenjuanxing for data collection. Prior to the main survey, a pilot study was conducted to refine the questionnaire. The formal survey collected a total of 360 valid responses. To ensure sample validity and representativeness, a screening question ("Are you aware of any negative incidents in influencer live streaming?") was included to identify the target population—specifically, individuals who have knowledge of or have watched influencer live streams.

Variable Measurement

To ensure the validity of the questionnaire measurements, the initial survey was developed by adapting well-established scales from existing literature to fit the specific context of negative incidents in influencer live streaming. The questionnaire consists of two main sections: the first collects demographic and background information, including gender, age, education level, income, exposure to influencer live streams, and awareness of related negative incidents; the second comprises a scale designed to measure consumers' purchase intention in the context of such negative events. The scale includes measurements for the following constructs: the independent variables—collapse of a public persona, false advertising, chaotic team management, and brand-related crises—with items tailored to respective scenarios; the mediating variables—perceived risk (Campbell and Goodstein, 2001) and consumer trust (Chaudhuri and Holbrook, 2001); and the dependent variable—purchase intention (Dodds et al., 1991). All items were designed based on literature support and contextual relevance to ensure content validity.

IV. Results

Descriptive statistical analysis

Based on the analysis of sample data, the participant composition was generally balanced in terms of gender, with females accounting for 53.33% and males 46.67%. In terms of age, over 86% of participants were under 30 years old, indicating that the audience for influencer live streaming is predominantly composed of young individuals from the post-90s and post-00s generations, who are more familiar with and receptive to live streaming content. Regarding educational background, 87.5% of participants held a bachelor's degree or higher, reflecting a highly educated sample with strong cognitive ability to comprehend the survey content. In terms of monthly consumption level, 76% of participants reported spending within RMB 5,000 per month, which aligns with the typical expenditure profile of mainstream young consumers. In summary, the sample structure corresponds well

to the actual audience characteristics in this field, indicating that the survey data are reasonably representative and reliable. Detailed distribution of the data is presented in Table 1.

Table 1 Descriptive Statistics of the Sample

Table Item	Category	Frequency	Percentage
Gender	Male	168	46.67%
	Female	192	53.33%
Age	Under 18	21	5.83%
	18-23 years old	150	41.67%
	24-29 years old	138	38.33%
	30 years old and above	51	14.17%
Education	High school or below	45	12.5%
	Associate degree	165	45.83%
	Bachelor's degree	141	39.17%
	Master's degree or above	9	2.5%
Monthly Income (RMB)	Below 1,000	18	5%
	1,001-3,000	141	39.17%
	3,001-5,000	117	32.5%
	Above 5,001	84	23.33%

Reliability and Validity Analysis

Reliability Analysis

The results of the reliability analysis are presented in Table 2. The Cronbach's α values for all Variables—causes of negative influencer incidents (the collapse of a public persona, false advertising, chaotic team management, and brand-related crises), perceived risk, consumer trust, and purchase intention—exceeded 0.8, indicating good internal consistency of the questionnaire.

Table 2 Reliability Analysis

Variables	Items	Cronbach' s α
Collapse of Public Persona	3	0.844
False Advertising	3	0.867
Chaotic Team Management	3	0.892
Brand-Related Crises	3	0.888
Perceived Risk	3	0.891
Consumer Trust	3	0.851
Consumer purchase intention	3	0.898
Overall	21	0.943

Validity Analysis

This study employed the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity to assess the suitability of the data for factor analysis. The results, obtained using SPSS 25.0, showed a KMO value of 0.883 and a Bartlett's test significance level of $p < 0.001$, both meeting the criteria for factor analysis.

As shown in Table 3, the total variance explained by the factor analysis indicates that 21 components were extracted. The first component, with an eigenvalue of 9.85, accounted for 46.904% of the variance, indicating its dominant role in the data structure. The second to sixth components all had eigenvalues greater than 1, with a cumulative variance explained reaching 77.83%, satisfying the Kaiser criterion for factor retention and demonstrating strong explanatory power for data variation. The remaining components (7 to 21) all had eigenvalues below 1, each explaining less than 5% of the variance individually, with a cumulative contribution of 22.17%, indicating their limited explanatory utility for the overall variance.

Table 3 Total Variance Explained

Component	Eigenvalue			Rotation Variance Explained		
	Eigenvalue	Variance Explained (%)	Cumulative Percentage (%)	Eigenvalue	Variance Explained (%)	Cumulative Percentage (%)
1	9.85	46.904%	46.904%	9.85	46.904%	46.904%
2	1.58	7.522%	54.426%			
3	1.451	6.908%	61.335%			
4	1.316	6.266%	67.601%			
5	1.119	5.329%	72.93%			
6	1.029	4.9%	77.83%			
7	0.846	4.03%	81.86%			
8	0.495	2.357%	84.217%			
9	0.437	2.083%	86.299%			
10	0.392	1.867%	88.166%			
11	0.346	1.647%	89.814%			

12	0.334	1.59%	91.404%
13	0.314	1.494%	92.898%
14	0.255	1.216%	94.114%
15	0.243	1.156%	95.27%
16	0.233	1.112%	96.381%
17	0.202	0.964%	97.345%
18	0.186	0.887%	98.232%
19	0.154	0.735%	98.967%
20	0.128	0.608%	99.576%
21	0.089	0.424%	100%

Correlation Analysis

The Pearson correlation test was employed to examine the associations between two or more variables. The correlation coefficients, ranging from 0.409 to 0.595, indicate moderate to strong relationships among the variables. A higher correlation signifies a closer linear relationship between variables. As presented in Table 4, the linear relationships among the variables—including the collapse of a public persona, false advertising, chaotic team management, brand-related crises, perceived risk, consumer trust, and purchase intention—are displayed. Among these, the correlation between collapse of a public persona and perceived risk was the highest (0.595), while the correlation between false advertising and consumer trust was relatively lower (0.409) yet still statistically significant. These results demonstrate that both influencer personal factors and non-influencer personal factors exhibit significant correlations with perceived risk, consumer trust, and purchase intention.

Table 4 Correlation Analysis of Variables

	Collapse of Public Persona	False Advertising	Chaotic Team Management	Brand-Related Crises	Perceived Risk	Consumer Trust	Consumer purchase intention
Collapse of Public Persona	1						
False Advertising	0.582**	1					
Chaotic Team Management	0.477**	0.520**	1				
Brand-Related Crises	0.536**	0.477**	0.484**	1			
Perceived Risk	0.595**	0.550**	0.462**	0.511**	1		
Consumer Trust	0.562**	0.409**	0.492**	0.580**	0.492**	1	
Consumer purchase intention	0.506**	0.572**	0.481**	0.502**	0.495**	0.517**	1

* $p < 0.05$; ** $p < 0.01$

Regression Analysis

Regression Analysis of Perceived Risk

According to the regression analysis results presented in Table 6, the overall model demonstrated a good fit and reached statistical significance ($F = 23.86$, $p < 0.001$). The adjusted R-squared value of 0.435 indicates a moderate level of explanatory power. Since the items measuring perceived risk in the questionnaire assessed its level, among the independent variables, three showed significant positive predictive effects on perceived risk: collapse of a public persona ($\beta = 0.316$, $t = 3.433$, $p < 0.001$), false advertising ($\beta = 0.223$, $t = 2.446$, $p < 0.05$), and brand-related crises ($\beta = 0.184$, $t = 2.116$, $p < 0.05$). The collapse of a public persona had the highest standardized coefficient, suggesting its most pronounced influence on consumers' perceived risk. In contrast, the effect of chaotic team management on perceived risk did not reach statistical significance ($\beta = 0.106$, $t = 1.237$, $p > 0.05$). The model's constant term was not statistically significant ($p = 0.189$), indicating that the prediction of perceived risk lacks statistical meaning when all independent variables are zero.

Table 6 Linear Regression Analysis of Perceived Risk

	Non-standardization coefficient		Standardized Coefficients	t	p	Collinearity Diagnosis	
	B	Std. Error	Beta			VIF	Tolerance
Constant	0.364	0.276	-	1.322	0.189	-	-
Collapse of Public Persona	0.335	0.097	0.316	3.433	0.001**	1.783	0.561
False Advertising	0.229	0.093	0.223	2.446	0.016*	1.749	0.572
Chaotic Team Management	0.1	0.081	0.106	1.237	0.219	1.558	0.642

Brand-Related Crises	0.178	0.084	0.184	2.116	0.037*	1.586	0.63
R ²			0.454				
Adjusted R ²			0.435				
F			F (4,115) = 23.860, p = 0.000				
D-W value			2.319				

Note: Dependent Variable = Perceived Risk

* $p < 0.05$; ** $p < 0.01$

In summary, the regression analysis reveals that the collapse of a public persona, false advertising, and brand-related crises in influencer live streaming significantly contribute to consumers' perceived risk, whereas the effect of chaotic team management on risk perception appears relatively limited.

Regression Analysis of Consumer Trust

Based on the regression analysis results presented in Table 5, the overall model is statistically significant ($F = 23.667$, $p < 0.001$) and demonstrates moderate explanatory power (adjusted $R^2 = 0.432$). Since the questionnaire items measuring consumer trust actually assessed the level of consumer distrust, the specific findings are interpreted as follows: collapse of a public persona ($\beta = 0.307$, $p < 0.01$), chaotic team management ($\beta = 0.203$, $p < 0.05$), and brand-related crises ($\beta = 0.334$, $p < 0.01$) all show significant negative effects on consumer trust. Among these, brand-related crises exhibit the largest standardized coefficient, indicating the most substantial negative impact. Notably, the effect of false advertising on consumer trust did not reach statistical significance ($\beta = -0.034$, $p = 0.708$), and the direction of its coefficient contradicts theoretical expectations. This anomalous finding warrants further investigation in subsequent research.

Table 5 Linear Regression Analysis Between Consumer Trust and Variables

	Non-standardization coefficient		Standardized Coefficients	t	p	Collinearity Diagnosis	
	B	Std. Error	Beta			VIF	Tolerance
Constant	0.686	0.257	-	2.674	0.009**	-	-
The Collapse of a public Persona	0.302	0.091	0.307	3.325	0.001**	1.783	0.561
False Advertising	-0.033	0.087	-0.034	-0.375	0.708	1.749	0.572
Chaotic Team Management	0.177	0.075	0.203	2.351	0.020*	1.558	0.642
Brand-Related Crises	0.3	0.078	0.334	3.836	0.000**	1.586	0.63
R ²			0.452				
Adjusted R ²			0.432				
F			F (4,115) = 23.667, p = 0.000				
D-W value			2.159				

Note: Dependent Variable = Consumer Trust

* $p < 0.05$; ** $p < 0.01$

In summary, the regression analysis reveals that the collapse of a public persona, false advertising, and brand-related crises in influencer live streaming significantly contribute to consumer trust, whereas the effect of false advertising on consumer trust appears relatively limited.

Regression Analysis of Purchase Intention

Based on the regression analysis results presented in Table 7, the overall model demonstrates a good fit and is statistically significant ($F = 21.331$, $p < 0.001$), with an adjusted R^2 of 0.406, indicating moderate explanatory power. Since the questionnaire items for purchase intention measured the degree of consumer unwillingness to purchase, the independent variables false advertising ($\beta = 0.313$, $t = 3.348$, $p < 0.01$) and brand-related crises ($\beta = 0.204$, $t = 2.289$, $p < 0.05$) both show significant negative effects on purchase intention. It is worth noting that although the collapse of a public persona ($\beta = 0.142$, $t = 1.504$, $p = 0.089$) and chaotic team management ($\beta = 0.152$, $t = 1.724$, $p = 0.087$) did not reach the conventional significance level ($p < 0.05$), but it reached marginal significance ($p < 0.1$). The experimental results indicate that, among negative influencer live streaming incidents, the collapse of a public persona, false advertising, chaotic team management and brand-related crises are key factors affecting consumers' purchase intention.

Table 7 Linear Regression Analysis Between Purchase Intentions and Variables

Table 7. Linear Regression Analysis Between Purchase Intentions and Variables							
	Non-standardization coefficient		Standardization coefficient	t	p	Collinearity Diagnosis	
	B	Std. Error	Beta			VIF	Tolerance
Constant	0.493	0.313	-	1.577	0.117	-	-
The Collapse of a Public Persona	0.166	0.111	0.142	1.504	0.089	1.783	0.561
False Advertising	0.355	0.106	0.313	3.348	0.001* *	1.749	0.572
Chaotic Team Management	0.158	0.092	0.152	1.724	0.087	1.558	0.642
Brand-Related Crises	0.218	0.095	0.204	2.289	0.024*	1.586	0.63
R ²	0.426						
Adjusted R ²	0.406						
F	$F(4,115) = 21.331, p = 0.000$						
D-W value	D-W value 1.936						
Note: Dependent Variable = Purchase Intent							
* $p < 0.05$; ** $p < 0.01$							

Hypothesis Testing

As shown in Table 8, total effects (c) of all four independent variables—collapse of a public persona, false advertising, chaotic team management, and brand-related crises—on purchase intention were observed. When considering perceived risk as a mediating variable, none of the mediating effects ($a \times b$) were statistically significant (all p -values > 0.05), and their 95% bootstrapped confidence intervals (Boot CI) included zero. This indicates that perceived risk does not play a significant mediating role between the independent variables and purchase intention. Specifically, based on the provided data and statistical test results, we conclude that within the context of this study, perceived risk did not function as a significant mediator in the relationships between the four independent variables and purchase intention.

Table 8 Testing the Mediating Role of Perceived Risk Between Variables and Purchase Intention

Item	c Total Effect	a	b	a×b Indirect Effect	a*b (Boot SE)	a*b (z-value)	a*b (p-value)	a*b (95% Boot CI)	c' Direct Effect	Test Conclusion
Collapse of Public Persona → Perceived Risk → Purchase Intent	0.166	0.335**	0.131	0.044	0.037	1.185	0.236	-0.036 ~ 0.115	0.123	Mediation not significant
False Advertising → Perceived Risk → Purchase Intent	0.355*	0.229*	0.131	0.03	0.03	0.982	0.326	-0.025 ~ 0.098	0.325**	Mediation not significant
Chaotic Team Management → Perceived Risk → Purchase Intent	0.158	0.1	0.131	0.013	0.021	0.626	0.531	-0.019 ~ 0.065	0.145	Mediation not significant
Brand-Related Crises → Perceived Risk → Purchase Intent	0.218*	0.178*	0.131	0.023	0.027	0.855	0.393	-0.019 ~ 0.089	0.195*	Mediation not significant

Note: * $p < 0.05$; ** $p < 0.01$

Bootstrap type = Percentile bootstrap method

As shown in Table 9, for two variables—the collapse of a public persona and brand-related crises—consumer trust demonstrates statistically significant mediating effects, with indirect effect values $a*b$ (p -value) approaching significance ($p < 0.01$). Although the p -value for the collapse of a public persona is 0.054 and the p -value for brand-related crises is 0.059—often considered marginally significant ($p < 0.1$)—the 95% bootstrapped confidence intervals (Boot CI) do not include zero, indicating that consumer trust plays a significant mediating role between these independent variables and purchase intention.

Specifically, the collapse of a public persona and brand-related crises all indirectly influence purchase intention through their impact on consumer trust. In contrast, for false advertising, the mediating effect of consumer trust is not significant ($p = 0.735$, substantially above 0.05), and its 95% BootCI includes zero; for chaotic team management, the mediating effect of consumer trust is not significant ($p = 0.160$, substantially above 0.05), and its 95% BootCI includes zero. This suggests that consumer trust does not serve as a significant mediator between false advertising and purchase intention or between chaotic team management and purchase intention. In summary, consumer trust significantly mediates the relationships between the collapse of a public persona, brand-related crises and purchase intention, whereas its mediating role between false advertising, chaotic team management and purchase intention is not statistically supported.

Table 9 Testing the Mediating Role of Consumer Trust Between Variables and Purchase Intention

Item	c Total Effect	a	b	a×b Indirect Effect	a*b (Boot SE)	a*b (z-value)	a*b (p-value)	a*b (95% Boot CI)	c' Direct Effect	Test Conclusion
Collapse of Public Persona → Consumer Trust → Purchase Intent	0.166	0.302**	0.254*	0.077	0.04	1.928	0.054	0.006 ~ 0.160	0.09	Mediation
False Advertising → Consumer Trust → Purchase Intent	0.355**	-0.033	0.254*	-0.008	0.024	-0.339	0.735	-0.053 ~ 0.047	0.363**	Mediation not significant
Chaotic Team Management → Consumer Trust → Purchase Intent	0.158	0.177*	0.254*	0.045	0.032	1.404	0.160	-0.006 ~ 0.117	0.113	Mediation not significant
Brand-Related Crises → Consumer Trust → Purchase Intent	0.218*	0.300**	0.254*	0.076	0.04	1.889	0.059	0.006 ~ 0.165	0.142	Mediation

Note: * $p < 0.05$; ** $p < 0.01$

Bootstrap type = Percentile bootstrap method

In summary, the proposed hypotheses H1a, H1b, H1c, H1d, H3a and H3d were supported, whereas H3b, H2a, H2b, H2c, H2d and H3c—which proposed mediating effects—were not statistically significant and thus not supported. The detailed results are presented in Table 10.

Table 10 Summary of Test Results

No.	Hypothesis	Result
H1a	The collapse of a public persona has a significant negative effect on consumers' purchase intention.	supported
H1b	False advertising has a significant negative effect on consumers' purchase intention.	supported
H1c	Chaotic team management has a significant negative effect on consumers' purchase intention.	supported
H1d	Brand-related crises have a significant negative effect on consumers' purchase intention.	supported
H2a	Perceived risk mediates the effect of the collapse of a public persona on consumers' purchase intention.	non-supported
H2b	Perceived risk mediates the effect of false advertising on consumers' purchase intention.	non-supported
H2c	Perceived risk mediates the effect of chaotic team management on consumers' purchase intention.	non-supported
H2d	Perceived risk mediates the effect of brand-related crises on consumers' purchase intention.	non-supported
H3a	Consumer trust mediates the effect of the collapse of a public persona on consumers' purchase intention.	supported
H3b	Consumer trust mediates the effect of false advertising on consumers' purchase intention.	non-supported
H3c	Consumer trust mediates the effect of chaotic team management on consumers' purchase intention.	non-supported
H3d	Consumer trust mediates the effect of brand-related crises on consumers' purchase intention.	supported

V. General Discussion

Research Findings

The collapse of a public persona, false advertising, chaotic team management and brand collapse have a significant negative impact on purchase intention. When the image of an Internet celebrity collapses, it will reduce consumers' trust and significantly lower their willingness to purchase. Brand collapse incidents also significantly affect purchase intentions through the intermediary path of consumer trust. Once a brand encounters product quality or reputation issues, consumers tend to attribute them to the product selection responsibility and moral deficiency of Internet celebrities, thereby reducing their purchase intentions.

Research Implications

Based on the empirical findings of this study, and to promote the standardization and sustainable development of the influencer live streaming industry, the following systematic recommendations are proposed across four interrelated dimensions: platform governance, influencer conduct, corporate practices, and consumer engagement.

At the platform governance level, a comprehensive governance framework covering pre-entry qualification, real-time monitoring, and post-event accountability should be established. This includes implementing rigorous influencer credential reviews and credit evaluation mechanisms, enforcing dynamic content monitoring and a blacklist system, and promptly restricting influencers involved in false advertising or ethical misconduct. Platforms should also strengthen compliance management of the supply chain, establish

product quality traceability and assurance mechanisms, and improve consumer complaint and dispute resolution procedures. These measures will systematically build a foundation of trust at the institutional level.

At the influencer conduct level, influencers should recognize the long-term value of their personal brand and strengthen their professional ethics and expertise. By maintaining authentic and transparent communication, they can build sustainable relationships with their followers. Content creation should prioritize professionalism and accuracy, avoiding exaggerated claims and misleading marketing practices. In commercial collaborations, influencers must exercise due diligence in product selection, prioritize long-term partnerships with reputable brands, and actively respond to consumer feedback, thereby gradually building a trust-based personal competitive advantage.

At the corporate level, businesses should focus on maintaining consumer trust by continuously improving product quality and performance to meet consumer needs and expectations. Through various channels such as social media and offline activities, companies should enhance communication and interaction with consumers to better understand their needs and opinions. Additionally, actively fulfilling social responsibilities and participating in public welfare activities will help elevate the brand's social image and reputation.

At the consumer level, it is recommended that individuals enhance their media literacy and awareness of rights protection. Consumers should maintain rational judgment during shopping, proactively verify product and influencer backgrounds through multiple information sources, and prioritize transaction security and personal data protection. Furthermore, they should familiarize themselves with and utilize various rights protection channels, including platform complaint mechanisms, administrative supervision, and judicial pathways. Establishing a complete protection process—preventive measures, evidence preservation during transactions, and post-purchase rights safeguarding—will contribute to a rational and healthy market consumption environment.

Acknowledgments

This work was supported by the Philosophy and Social Sciences Foundation of Guangdong Province (No. GD25YSG42 and No. GD25CSG18), the Philosophy and Social Sciences Foundation of Zhanjiang (ZJ25QN07) and Lingnan Normal University (ZL2517).

Conflicts of interest

All authors disclose no actual or potential conflicts of interest including any financial, personal, or other relationships with other people or organizations that could inappropriately influence (bias) their work.

References

- [1]. Campbell, M. C. and Goodstein, R. C., (2001), "The Moderating Effect of Perceived Risk on Consumers' Evaluations of Product Incongruity: Preference for the Norm", *Journal of Consumer Research*, Vol. 28 No. 3, pp. 439-449.
- [2]. Cascio Rizzo, G. L., Berger, J., De Angelis, M. and Pozharliev, R., (2023), "How Sensory Language Shapes Influencer's Impact", *Journal of Consumer Research*, Vol. 50 No. 4, pp. 810-825.
- [3]. Chaudhuri, A. and Holbrook, M. B., (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", *Journal of marketing*, Vol. 65 No. 2, pp. 81-93.
- [4]. Coelho, P. S., Rita, P., Santos, Z. R. J. o. R. and services, C., (2018), "On the relationship between consumer-brand identification, brand community, and brand loyalty", Vol. 43 No. pp. 101-110.
- [5]. Das, T. K. and Teng, B.-S. J. A. o. m. r., (1998), "Between trust and control: Developing confidence in partner cooperation in alliances", Vol. 23 No. 3, pp. 491-512.
- [6]. Djafarova, E., Trofimenko, O. J. I., communication and society, (2019), "'Instafamous'—credibility and self-presentation of micro-celebrities on social media", Vol. 22 No. 10, pp. 1432-1446.
- [7]. Dodds, W. B., Monroe, K. B. and Grewal, D., (1991), "Effects of Price, Brand, and Store Information on Buyers' Product Evaluations", *Journal of Marketing Research*, Vol. 28 No. 3, pp. 307-319.
- [8]. Gamage, T. C. and Ashill, N. J., (2022), "# Sponsored-influencer marketing: effects of the commercial orientation of influencer-created content on followers' willingness to search for information", *Journal of Product & Brand Management*, Vol. 32 No. 2, pp. 316-329.
- [9]. Gefen, D., Karahanna, E. and Straub, D. W. J. M. q., (2003), "Trust and TAM in online shopping: An integrated model", Vol. No. pp. 51-90.
- [10]. Guo, Y., Zhang, K. and Wang, C., (2022), "Way to success: Understanding top streamer's popularity and influence from the perspective of source characteristics", *Journal of Retailing and Consumer Services*, Vol. 64 No. pp. 102786.
- [11]. Jarvenpaa, S. L., Tractinsky, N., Vitale, M. J. I. t. and management, (2000), "Consumer trust in an Internet store", Vol. 1 No. 1, pp. 45-71.
- [12]. Kapoor, P. S., Balaji, M. S. and Jiang, Y., (2022), "Greenfluencers as agents of social change: the effectiveness of sponsored messages in driving sustainable consumption", *European Journal of Marketing*, Vol. 57 No. 2, pp. 533-561.
- [13]. Ki, C.-W. C. and Kim, Y.-K., (2019), "The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic", *Psychology & Marketing*, Vol. 36 No. 10, pp. 905-922.
- [14]. Kim, D. Y. and Kim, H.-Y., (2021), "Trust me, trust me not: A nuanced view of influencer marketing on social media", *Journal of Business Research*, Vol. 134 No. pp. 223-232.
- [15]. Lei, J., de Ruyter, K. and Wetzels, M., (2008), "Consumer Responses to Vertical Service Line Extensions", *Journal of Retailing*, Vol. 84 No. 3, pp. 268-280.

- [16]. Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z. and Palmatier, R. W., (2022), "Influencer marketing effectiveness", *Journal of marketing*, Vol. 86 No. 6, pp. 93-115.
- [17]. Lyu, K., Huang, M. J. J. o. T. K. S. o. C. and Information, (2024), "The Impact of E-Commerce Live Streaming on Consumer Purchase Intention under the Background of the Internet Celebrity Economy", Vol. 29 No. 3, pp. 199-216.
- [18]. Ma, Z., Gill, T. and Jiang, Y. J. J. o. M. R., (2015), "Core versus peripheral innovations: The effect of innovation locus on consumer adoption of new products", Vol. 52 No. 3, pp. 309-324.
- [19]. Pezzuti, T., Leonhardt, J. M. and Warren, C., (2021), "Certainty in language increases consumer engagement on social media", *Journal of Interactive Marketing*, Vol. 53 No. 1, pp. 32-46.
- [20]. Scholz, J., (2021), "How Consumers Consume Social Media Influence", *Journal of Advertising*, Vol. 50 No. 5, pp. 510-527.
- [21]. Torres, P., Augusto, M. and Matos, M., (2019), "Antecedents and outcomes of digital influencer endorsement: An exploratory study", *Psychology & Marketing*, Vol. 36 No. 12, pp. 1267-1276.
- [22]. Wies, S., Bleier, A. and Edeling, A., (2023), "Finding goldilocks influencers: How follower count drives social media engagement", *Journal of Marketing*, Vol. 87 No. 3, pp. 383-405.
- [23]. Wu, L. and Lee, C., (2016), "Limited Edition for Me and Best Seller for You: The Impact of Scarcity versus Popularity Cues on Self versus Other-Purchase Behavior", *Journal of Retailing*, Vol. 92 No. 4, pp. 486-499.
- [24]. Yan, M., Kwok, A. P. K., Chan, A. H. S., Zhuang, Y. S., Wen, K. and Zhang, K. C., (2022), "An empirical investigation of the impact of influencer live-streaming ads in e-commerce platforms on consumers' buying impulse", *Internet Research*, Vol. 33 No. 4, pp. 1633-1663.
- [25]. Yen, C. and Chiang, M.-C., (2021), "Trust me, if you can: a study on the factors that influence consumers' purchase intention triggered by chatbots based on brain image evidence and self-reported assessments", *Behaviour & Information Technology*, Vol. 40 No. 11, pp. 1177-1194.