

## Supplementary Materials

**Table S1.** Questionnaire item.

Latent Variable Name	Code	Item
Visibility(V)	V1	In the live broadcast room, I can see the appearance characteristics of fresh products
	V2	In the live broadcast room, I can learn about fresh products
	V3	The live room provided visual scenes to help me understand the details of the product
Interactivity(I)	I1	I think the streamer can actively respond to the viewers' questions during the live broadcast
	I2	During the live broadcast, I can communicate product-related questions with the streamer or other viewers
	I3	I think the live broadcast room provides a good communication platform between consumers and sellers
Authenticity(A )	A1	During the live broadcast, the anchor will display the fresh products from multiple angles
	A2	The anchor's detailed introduction to fresh products made me feel real
	A3	The anchor's tasting experience of the product made me feel real
Perceived Utility value(PUV)	PUV1	Watching live streams of fresh produce was helpful for me
	PUV2	Watching live streams of fresh produce is practical for me
	PUV3	Shopping on the live streaming platform made me feel convenient
Perceived Hedonic value(PHV)	PHV1	Watching live streams of fresh produce is fun
	PHV2	Watching the live stream of fresh products makes me feel good
	PHV3	Watching the live stream of fresh products made me feel relaxed
Perceived Trust(PT)	PT1	I believe that the anchor will try to solve my problems during the live broadcast
	PT2	I believe anchors and other consumers are genuine when they interact with me
	PT3	I believe that the anchor provides information about the product
Purchase Intention(PI)	PI1	Live streaming is a big help to my buying behavior
	PI2	I am willing to look for my favorite fresh products in the live broadcast room

PI3 I would like to buy fresh products in the live room

---