Supplementary Material

**Table A1.** Summary of Observed Variables in the Literature.

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| **No.** | **Observational variables** | **Frequency** | **Reference (the literature)** |
| Q1 | Provide personalised fitness plans and guidance | 38 | (Stragier et al., 2016; Ernsting et al., 2017; Petersen et al., 2019; Nyenhuis et al., 2020; Chang et al., 2021; Hsu et al., 2022; Liu et al., 2022; Tian et al., 2022; Gottschall and Hastings, 2023; Menhas et al., 2023; Chen et al., 2024; YU and SONG, 2024) |
| Q2 | Improve my fitness and health | 16 |
| Q3 | Flexible in time and place | 15 |
| Q4 | Reduce my fitness costs | 14 |
| Q5 | Being able to exercise with many people is more motivating | 14 |
| Q6 | Stable network without delay | 14 |
| Q7 | Live content is easy and interesting | 13 |
| Q8 | The anchor has have professional fitness knowledge | 12 |
| Q9 | Provide a good communication platform | 11 |
| Q10 | Can monitor and supervise my fitness activities | 10 |
| Q11 | Rich and varied course content | 10 |
| Q12 | Can effectively avoid sports injuries | 9 |
| Q13 | Can learn professional and effective fitness knowledge | 9 |
| Q14 | The anchor has timely interactive explanation | 8 |
| Q15 | Convenient and uncomplicated operation | 8 |
| Q16 | Have a good exercise effect | 7 |
| Q17 | Able to monitor and analyse the exercise data | 6 |
| Q18 | Provide matching fitness equipment | 6 |
| Q19 | Can help me to follow the specific anchor I like | 6 |
| Q20 | Anchor has high social influence | 5 |
| Q21 | Class arrangement and training intensity are scientific and reasonable | 4 |
| Q22 | Can relieve stress and relax my body and mind | 4 |
| Q23 | Ensure my privacy and security | 3 |
| Q24 | The anchor has a good image and temperament | 3 |
| Q25 | Can combine online courses with offline activities | 2 |
| Q26 | The live room has a friendly scene decoration | 2 |

**Table A2.** Overall summary items.

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| **No.** | **Observational variables** | **Frequency** |
| Q1 | Provide personalised fitness plan and guidance | 174 |
| Q2 | Provide a good communication platform | 151 |
| Q3 | Be able to recognise and correct my movements | 122 |
| Q4 | Flexible in time and place | 119 |
| Q5 | Can monitor and supervise my fitness activities | 104 |
| Q6 | Reduce my fitness costs | 81 |
| Q7 | Rich and varied course content | 78 |
| Q8 | Class arrangement and training intensity are scientific and reasonable | 70 |
| Q9 | Able to monitor and analyse the exercise data | 62 |
| Q10 | Convenient and uncomplicated operation | 61 |
| Q11 | The anchor has timely interactive explanation | 56 |
| Q12 | Being able to exercise with many people is more motivating | 52 |
| Q13 | The live broadcast room has a relaxed and lively fitness atmosphere | 50 |
| Q14 | Stable network without delay | 42 |
| Q15 | The anchor has professional fitness knowledge | 39 |
| Q16 | There is a good reward feedback mechanism | 39 |
| Q17 | Live content is easy and interesting | 37 |
| Q18 | Timely video playback at the end of the course | 36 |
| Q19 | Can effectively avoid sports injuries | 34 |
| Q20 | Can learn professional and effective fitness knowledge | 33 |
| Q21 | Strict control of the quality of the content of the live broadcast | 32 |
| Q22 | Improve my fitness and health | 32 |
| Q23 | Have a good exercise effect | 31 |
| Q24 | Provide matching fitness equipment | 27 |
| Q25 | Provide intelligent and appropriate recommendations | 25 |
| Q26 | Convenient and punctual reminders for course messages | 24 |
| Q27 | Can combine online classes with offline activities | 22 |
| Q28 | Fitness clock function | 21 |
| Q29 | Provide scientific advice on healthy eating | 21 |
| Q30 | Can relieve stress and relax my body and mind | 20 |
| Q31 | Fewer advert pop-ups during live broadcasts | 18 |
| Q32 | Ensure my privacy and security | 13 |
| Q33 | Can help me to follow the specific anchor I like | 13 |
| Q34 | Helps me stay focused | 11 |
| Q35 | Anchor has high social influence | 10 |
| Q36 | I can pick my favourite background music | 9 |
| Q37 | Protects my eyesight | 7 |
| Q38 | The live room has a friendly scene decoration | 7 |
| Q39 | The anchor has a good image and temperament | 6 |
| Q40 | There is a clear picture presentation | 6 |