

Live Streaming Commerce and Consumer Behaviour: A Systematic Review of Emerging Digital Retail Dynamics

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Abstract

Purpose

Live streaming commerce has emerged as a transformative force in digital retail by integrating entertainment, real-time interaction, and instant purchasing functionalities within online shopping platforms. This systematic review examines the influence of live streaming commerce on consumer behaviour and synthesises existing scholarly literature to identify dominant theoretical perspectives, contextual trends, behavioural determinants, and methodological approaches shaping this evolving research domain.

Design/Methodology/Approach

The study adopts the PRISMA 2020 framework to ensure a transparent and systematic review process. Peer-reviewed studies published between 2017 and 2024 were collected from major academic databases including Scopus, Google Scholar, and SpringerLink. After applying inclusion and exclusion criteria, 80 studies were selected for detailed analysis. The selected literature was further examined using the TCCM framework (Theory, Context, Characteristics, and Methodology) to classify and evaluate prevailing research patterns.

Findings

The review identifies several major determinants influencing consumer behaviour in live streaming commerce environments, including perceived usefulness, perceived ease of use, perceived enjoyment, information quality, service quality, system quality, trust, pricing strategies, and product-related factors. The findings indicate that the Stimulus–Organism–Response (S-O-R) model, Technology Acceptance Model (TAM), Uses and Gratifications Theory, and Source Credibility Theory are among the most widely applied theoretical foundations. Existing studies are predominantly concentrated in East Asian economies, particularly China, and largely employ quantitative survey-based methodologies using analytical tools such as SPSS and PLS-SEM.

Originality/Value

This study contributes to the growing body of live streaming commerce literature by offering a comprehensive synthesis of consumer behaviour research through the integrated application of PRISMA and TCCM frameworks. The review highlights emerging digital retail dynamics, identifies theoretical and methodological gaps, and proposes future research directions related to cross-cultural analysis, long-term consumer behaviour, technological innovations, and ethical considerations in live commerce environments.

Keywords: Live streaming commerce; consumer behaviour; digital retail; purchase intention; trust; PRISMA; TCCM framework; influencer marketing; online consumer engagement

1. Introduction

The rapid advancement of digital technologies has significantly transformed the global retail landscape, leading to the emergence of highly interactive and consumer-centric shopping experiences (Chen, 2024; Arora et al., 2021). Among these developments, live streaming commerce has emerged as one of the most influential innovations in contemporary digital retail (Sun et al., 2019). Live streaming commerce combines live video

broadcasting, real-time communication, entertainment, and online purchasing functionalities within a single platform, enabling consumers to interact directly with sellers, influencers, and brands during the shopping process (Ho & Rajadurai, 2020; Wang et al., 2022).

Unlike traditional e-commerce platforms that rely primarily on static product descriptions and images, live streaming commerce creates a dynamic and immersive shopping environment where consumers can receive instant product demonstrations, ask questions in real time, participate in promotional activities, and make immediate purchasing decisions (Xu et al., 2020; Hu & Chaudhry, 2020). This interactive retail format bridges the gap between physical and online shopping experiences by replicating aspects of face-to-face interaction and personalized engagement (Wongkitrungrueng & Assarut, 2020).

Initially popularized in China through platforms such as Taobao Live and Douyin, live streaming commerce has rapidly expanded across global markets, including Southeast Asia, Europe, and North America (Ma, 2021; Arora et al., 2021). Social media platforms such as TikTok Live, Instagram Live, Facebook Live, Shopee Live, and Amazon Live have increasingly integrated live commerce functionalities to enhance customer engagement and increase conversion rates (Ko, 2024; Chan et al., 2022). The growing popularity of influencer marketing, digital communities, and mobile commerce has further accelerated the adoption of live streaming commerce across industries including fashion, beauty, cosmetics, electronics, and lifestyle products (Park & Lin, 2020; Sharma et al., 2024).

The increasing commercial significance of live streaming commerce has attracted substantial academic attention in recent years. Existing studies have examined various dimensions of consumer behaviour in live streaming environments, including trust formation, impulsive buying, perceived enjoyment, interactivity, social presence, purchase intention, and customer engagement (Qing & Jin, 2022; Huo et al., 2023; Yin et al., 2023). Researchers have also emphasized the role of technological and psychological factors in influencing consumer decision-making within live commerce platforms (Li et al., 2022; Sun et al., 2024).

However, despite the growing number of publications, the literature remains fragmented across multiple disciplines and theoretical perspectives. Many studies focus on isolated variables, specific geographic regions, or individual platforms, limiting the development of a comprehensive understanding of consumer behaviour within emerging digital retail ecosystems (Chen & Zhang, 2023). Furthermore, existing research is predominantly concentrated in East Asian contexts, particularly China, creating limited understanding of live streaming commerce adoption and consumer behaviour in other developing and Western economies (Apasrawirote & Yawised, 2022).

To address this research gap, the present study conducts a systematic literature review using the PRISMA 2020 guidelines to ensure transparency, reliability, and replicability in the selection and evaluation of studies (Page et al., 2021). Furthermore, the TCCM framework — Theory, Context, Characteristics, and Methodology — is employed to systematically classify existing literature and identify prevailing research trends, dominant theories, contextual limitations, methodological approaches, and future research opportunities (Paul et al., 2024).

This review aims to contribute to the literature in three significant ways. First, it synthesizes existing knowledge regarding the influence of live streaming commerce on consumer behaviour. Second, it critically evaluates theoretical and methodological developments within the field using the TCCM framework. Third, it identifies research gaps and proposes future directions for advancing scholarly understanding of emerging digital retail dynamics.

The objectives of this study are:

1. To systematically review and synthesize existing research on live streaming commerce and consumer behaviour.
2. To analyse theoretical foundations, contextual settings, research characteristics, and methodologies using the TCCM framework.

3. To identify research gaps and propose future directions for live streaming commerce research within digital retail environments.

2. Methodology

PRISMA

PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) 2020 Guidelines to ensure a transparent, comprehensive and replicable review process. The Prisma framework provides a standardised method for identifying, screening, selecting and including relevant studies. (Page, M. J., et.al 2021). The objective of using PRISMA is to analyse theoretical foundations, key influencing factors, consumer behaviour patterns and methodological approaches. Comprehensive research was conducted across multiple data base to capture peer-reviewed journal articles and conference papers related to LSS. For identifying the relevant studies, the databases used include Scopus, Google Scholar, SpringerLink.

Search Keywords:

("live streaming shopping" OR "live commerce" OR "live stream commerce" OR "livestreaming retail" OR "live e-commerce")

AND

("consumer behaviour" OR "purchase intention" OR "engagement" OR "trust" OR "interactivity")

Filters applied:

Publication years: 2017–2024 Language: English

Document type: Peer-reviewed articles, conference papers

Inclusion Criteria included empirical studies, conceptual paper and reviews, studies which are available only in English. Studies which include factors / variables / drivers affecting purchase intention of consumers during live streaming shopping.

Exclusion criteria include the studies not addressing to shopping, non-English articles, traditional online shopping articles are excluded, live streamers dealing in hotel industry, gamification, tourism industry, agricultural products. Articles which are based addressing manufacturer or sellers.

Study Selection Process

The study selection followed the four-step PRISMA flow:

1. Identification: A total of 14000 articles were initially retrieved from the selected databases.
2. Screening: No duplicates were removed; the titles and abstracts of 14000 articles were screened for relevance.
3. Eligibility: Full texts of 3980 articles were assessed using the inclusion/exclusion criteria.
4. Inclusion: 80 studies were selected for in-depth review and synthesis. In the phrase of data extraction, this study adopted Microsoft Excel application. The software generated a form that aimed to extract and arrange quality information. This study involved different columns in data extraction to record information, which is: research article ID, name of authors, place of study, research design, methodology, gaps in the study, theories, key variable names. A PRISMA flow diagram (Figure X) is included to illustrate the selection process
5. Data Extraction and Synthesis -The extracted data were analysed and organized using the TCCM framework (Theory–Context–Characteristics–Methodology) to identify trends, gaps, and future research directions.

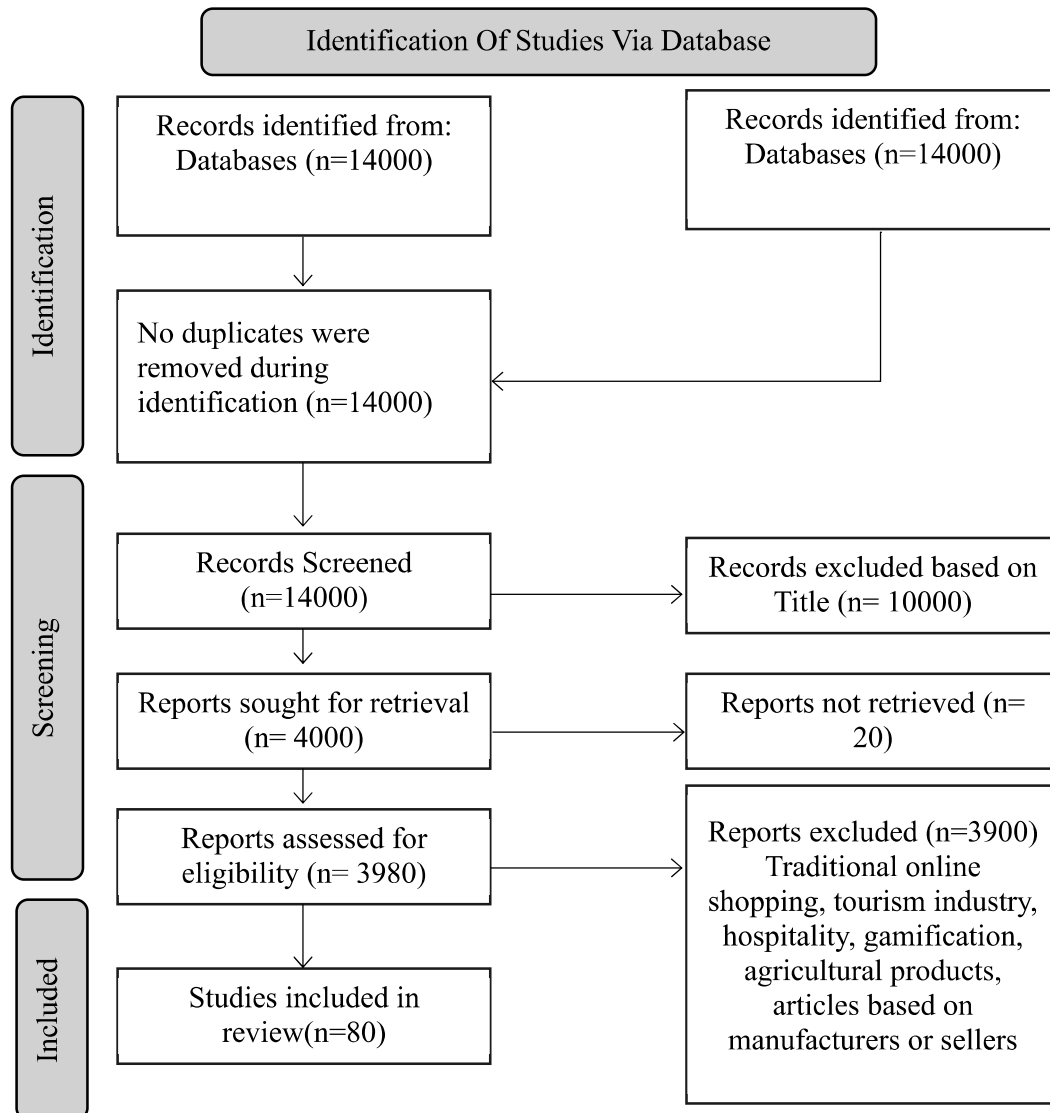


Figure No. 1 - Prisma Flow Diagram

3. Progression of studies

Studies included the time range from 2017 to 2024, and most publications are published in 2022 and 2023.

Also, there is an increasing trend that can be witnessed throughout the period. This study's selection progress started in the year 2017, but since live streaming commerce is a relatively novel and upcoming research area, therefore the number of studies only started to rise in the last few years to finally reach the highest number of studies in 2022.

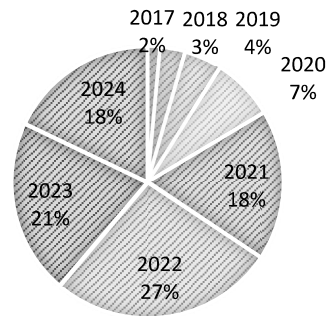


Figure No. 2 - Publication Year Distribution

4. TCCM framework- t

Theory, Context, Characteristics, Methods framework is used for developing domain-based review articles. TCCM was propounded by Paul and Rosado-Serrans (Paul, J., et.al 2024). The TCCM framework is a structured approach for conducting systematic literature reviews, particularly in business and social sciences. It helps organize and analyse research by examining the theoretical foundations, research context, key characteristics of the study, and the methods used. This framework facilitates a more comprehensive understanding of a research area, identifies knowledge gaps, and guides future research directions.

T- constitute the underpinning theories used in the previous research

C- constitute the circumstances for shaping the research

C- constitute the variables or elements and their relationship with other variables

M- includes the details of Sample, measurement scale and analytical tools.

4.1 Theories

Theoretical foundations form the backbone of academic research. In the context of LSS, several theories have been employed to explain consumer behaviour and the effectiveness of live streaming environment. The theories used in the past research are shown in the TCCM framework table. The most used theory used in live streaming the is SOR theory. Stimulus- Organism- Response Model. Wood worth (1929) proposed S-O-R model. S-O-R Model is used to understand the buyer behavior of consumers. It is a framework used to understand the factors that influence buyer behavior. Different research has used S-O-R Model. SOR Model helps to understand consumer behavior in online marketing. This model is being used in various studies Renshu (2021), Song (2021), jinhui et.al(2023), Hossain et.al (2023), Kang et.al (2021), Li, B. et.al (2018), Hu, M. (2020), Zhao, Y., et.al (2021)., Huang, Y. et.al (2021). Sharma, R. et.al (2024).

Gap-There is limited use of multiple theories in single studies. A single theory has been used in single research. Emotional / Cognitive, psychology and media richness theories are not used.

4.2 Context

Context refers to the setting in which research is conducted. In LSS studies context includes the geographical location, platform used, target consumers and product types. The research on live streaming mainly focused in China, South Korea and Southeast Asia. Young consumers who shop through live streaming using Taobao live, TikTok, Instagram live, Shopee live and Amazon live are mainly focused. This Systematic Review is focused on Fashion, Beauty, Cosmetics, Electronics and lifestyle products.

Gap- live streaming shopping is being popular in China so very limited research has been done in the field in Western and developing countries. Sample that was chosen for the research has been young consumers. Limited exploration is done in niche market.

4.3 Characteristics

This component refers to the unique factors of live stream shopping that influence consumer behaviour. Dependent Factors are Purchase Intention, Post purchase behaviour. **Independent Factors** are Perceived Usefulness, Perceived Ease of use, Perceived Enjoyment, Service Quality, System Quality, Information Quality, Product Quality, Price.

Gap- Very limited studies has been done for long term effects (e.g., brand loyalty). Post purchase satisfaction and post purchase behaviour has not been studied. Emerging technologies such as Augmented Reality / Virtual Reality, AI Streamers not widely covered.

	Factors	Variables	
1	Perceived usefulness	Information, demonstration, tutorials, expert opinion, real time interaction, exclusive offers	Mahendra et.al (2024), Budhaye et.al (2023), Qing et.al (2022), Sawong (2022), KO (2024), Su (2019), XXu (2020), Renshu (2021), Yu et.al (2022)
2	Perceived Ease of Use	Accessible on multiple device, user friendly interface, clear instructions, easy purchasing process	Budhaye et.al (2023), HO (2022), Su (2019), Raman(2017),
3	Service Quality	Technical quality, host experience, Responsiveness, Product information, Post purchase support, streamer attractiveness	Mahendra et.al (2024), Sawong (2022), XXu (2020), Renshu (2021), Song (2021), KO (2024), Qing et.al (2022), Chen et.al (2022), Huang (2021), Qing et.al (2022), Yu et.al (2022)
4	System Quality	Streaming quality- audio and video. Streaming reliability- ability to handle traffic, transactions. User interface, security, scalability, interaction quality	yi et. al (2024), Mahendra et.al (2024), Huang (2021), Chen et.al (2022), Sawong (2022), Su (2019), Raman (2017), Duan et.al (2024).
5	Information Quality	Product information, product reviews, host expertise, real time updates, transparency	Huang (2021), HO (2022),
6	Perceived Enjoyment	Quizzes, Gamification, exclusive offers, surprises, limited time deals	yi et. al (2024), Mahendra et.al (2024), HO (2022), Sawong (2022), Su (2019), Raman (2017), Yingying (2021), Laosuraphon et.al (2022), Duan et.al (2024),.
7	Product	Trendy and desirable items, seasonal collections or exclusive drops, product demonstration and real time reviews	Qing et.al (2022), Su (2019), Raman (2017), Laosuraphon et.al (2022), Duan et.al (2024), yi et. al (2024), Budhaye et.al (2023)
8	Pricing	Exclusive deals, limited time discounts. Or bundle offers, clear and transparent pricing builds confidence	Huang (2021), yi et. al (2024), HO (2022), Laosuraphon et.al (2022), Duan et.al (2024),
9	Trust	Mediating variable	yi et. al (2024), Qing et.al (2022), Sawong (2022), Raman (2017), Wongkitrungrueng & Assarut (2020), Laosuraphon et.al (2022), Duan et.al (2024),.

4.4 Methods

This dimension categorizes the research methods and analytical tools used in the existing LSS studies. Research design that has been used in the study is commonly Quantitative. Empirical and conceptual methodology has been used. Data is typically collected via self-reported questionnaire with the help of online survey. Most commonly used tools are PLS -SEM and SPSS.

Gap- there is limited use of experimental design to establish the causality. Qualitative and ethnographic approaches are underutilized to find out consumer motivators. There is a shortage of cross platform and comparative studies.

Theories	Context	Characteristics	Methods
Uncertainty Reduction Theory Para Social Relation Theory Social Influence Theory Technology Acceptance Model Extended Model of Technology Integrative Marketing Model Swift Guanxi Theory Planned Behaviour theory Gratification Theory of Source Contractual Level Theory SOR Theory Path Analysis Yale Model and Benefit Risk Framework Unified Theory of Acceptance and Use of Technology Engel - Kollat Black Well (EKB)Theory Information Signal Mechanism and Automatic Habit Mechanism Flow Theory Hawkins Stern Impulse Buying	Countries China South Korea Southeast Asia Demographics Young Consumers	Independent Factors Perceived Usefulness Perceived Ease of use Perceived Enjoyment Service Quality System Quality Information Quality Product Quality Price	Research Methodology Empirical Conceptual
			Research Design Quantitative (Most Common) Qualitative (Less Common)
	Platform Taobao Live Tik Tok Instagram Live Shopee Live Amazon Live	Dependent Factors Purchase Intention Post purchase behaviour	Data Collection Online Survey Interview
	Industry Focus Fashion Beauty Cosmetics Electronics Lifestyle Products	Mediating Variables Viewer Engagement Trust Perceived Value	Data Analysis Tools PLS - SEM SPSS Factor Analysis Text Mining Method Multiple Linear Correlation T-Test Pearson Correlation Test
		Moderating Variables Demographics Psychographics Cultural background	
Gaps Limited Integration of Multiple Theories in Single Studies Less Use of Emotional/ Cognitive Psychology and Media Richness Theories	Gaps Lack Of Research in Western and Developing Countries Limited Exploration of Elderly Consumers and Niche Markets	Gaps Limited Attention to Post Purchase Behaviour and Satisfaction Limited Studies Done on Long Term Effects (Eg: Brand Loyalty) Emerging Technologies (AR/VR, AI Streamers) Not Widely Covered	Gaps Limited use Of Experimental Design Under Utilization of Qualitative and Ethnographic Approaches Scarcity Of Cross Platform or Comparative Studies

Figure 3 - TCCM Framework Summary

5. Conclusion

Live streaming commerce represents a paradigm shift in digital retail, offering an engaging and real-time purchasing environment that influences how consumers interact with products and brands. This review synthesizes existing research to highlight the key elements affecting consumer behaviour, including Perceived usefulness, Perceived Ease of Use, Service Quality, System Quality, Information Quality, Perceived Enjoyment, Product, Pricing, Trust. Using the PRISMA methodology ensured a rigorous and systematic selection process, while the TCCM framework helped in organizing and interpreting the research in terms of theoretical foundations, geographical and platform-specific contexts, key behavioural factors, and employed research methodologies. The findings suggest that while this area has gained substantial scholarly attention, especially in East Asia, theoretical applications remain scattered, and research designs often rely on cross-sectional data. Addressing these limitations will be critical for developing a deeper understanding of live commerce's long-term implications on consumer behaviour.

6. Future Research Directions

To expand the academic understanding of live streaming shopping, future studies should consider:

1. **Developing Integrated Theories:** Future work should explore models that integrate psychological, social, and technological perspectives to better explain consumer responses.
2. **Exploring Cross-Cultural Differences:** More research is needed in non-Asian markets to identify how cultural factors impact consumer engagement and trust in live commerce.
3. **Adopting Mixed Methods:** Longitudinal studies, experiments, and qualitative methods can help uncover deeper insights and behavioural patterns over time.
4. **Segment-Based Consumer Insights:** Understanding how different demographic and psychographic segments engage with live shopping will help tailor strategies effectively.
5. **Platform-Specific Features:** Researchers should analyse how interface design, recommendation algorithms, and gamification tools on different platforms shape user behaviour.
6. **Ethical Considerations:** Issues such as persuasive selling, impulse buying, and data privacy should be explored to ensure ethical marketing practices within live commerce.

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