

Review

Live streaming and purchase intention: A bibliometric analysis and systematic literature review

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Abstract: This systematic literature review, employing advanced bibliometric analysis, provides a comprehensive examination of live streaming commerce and its impact on consumer purchase intentions. Through the evaluation of 84 scholarly articles from 2017 to August 2023 using Scopus and Web of Science databases, this study offers a unique synthesis of theoretical frameworks, methodologies, and the factors influencing purchase intentions. The analysis identifies eight major research themes and 20 sub-themes, offering new insights into this rapidly evolving field. This review not only consolidates fragmented research but also suggests a future research agenda, addressing critical gaps in the literature. It further provides valuable implications for industry practitioners seeking to leverage live streaming for consumer engagement and sales conversion.

Keywords: live streaming; bibliometric analysis; purchase intention; systematic literature review; consumer behavior; electronic commerce

1. Introduction

Live streaming, a blend of technology and real-time engagement, is revolutionizing the e-commerce landscape, reshaping how businesses promote products and engage with consumers. China, as a frontrunner, boasts over 716 million live streaming users, contributing to a market transaction volume of 2361.51 billion yuan in 2021 (Qianzhan industrial research institute, 2022). This growth has sparked significant academic interest in understanding how live streaming impacts purchase intentions (Chandruangphen et al., 2022; Guo et al., 2022; Hua and Li, 2022; Shen et al., 2022). However, despite the surge in studies, there remains a gap in comprehensively reviewing factors influencing purchase intentions within this context. Although some reviews, such as Xu et al. (2023), provide valuable insights into live streaming's evolution and key factors, there is no systematic literature review focused on purchase intention (Xu et al., 2023). This study seeks to address this gap by examining research from 2016 to 2023 and offering insights into emerging trends and future research directions.

Given the rapid evolution of live streaming commerce, this review aims to answer the following questions: (1) What is the current state of research on live streaming and purchase intention? (2) What are the main research topics in this area? (3) What emerging trends characterize future research in live streaming and purchase intention? These questions guide the systematic review, ensuring a thorough exploration of this dynamic field.

To systematically address these research questions, a structured methodology was employed, as outlined in the following section. This approach ensures a

comprehensive and replicable analysis of the existing literature on live streaming and purchase intention. To ensure the rigor and comprehensiveness of this investigation, the study followed the PRISMA guidelines. This methodological approach, detailed in the subsequent section, outlines the identification, screening, and evaluation processes. The third section presents the findings, with a bibliometric analysis that looks at publication timelines, journal distributions, global reach, and co-occurrence networks across the 84 articles. The fourth section provides a detailed content analysis, identifying theoretical frameworks, methodologies, and key themes. The fifth section outlines seven major directions for future research. The conclusion in the sixth section sums up the findings, while the seventh section highlights the importance of the research. The eighth section acknowledges the study's limitations.

In this study, bibliometric analysis—a quantitative research method that uses statistical techniques to assess scientific literature—plays a pivotal role. It is particularly useful for understanding research dynamics, identifying trends, and evaluating the impact of scholarly work. Bibliometric analysis encompasses techniques such as citation analysis, co-authorship analysis, and keyword analysis, all of which offer valuable insights into the structure and development of the live streaming and purchase intention research field (Muhammed, 2021). To the best of our knowledge, there is no review in the field of about live broadcasting that uses bibliometrics to analyze, and this article is the first of its kind to present to the reader the results of the research in this field in a more scientific way with the help of this advanced method of analysis. To further enhance the findings, we also applied thematic analysis, which delves deeper into the content of the literature to present emerging research themes and trends, offering readers a comprehensive understanding of the field. This integrated approach underscores the importance of a structured methodology, which we outline in the following section.

2. Methodology

2.1. The review protocol—PRISMA

The methodology employed in this study is anchored in a structured and systematic approach, meticulously designed to ensure rigor, comprehensiveness, and replicability. This section delineates the methodological framework, encompassing five pivotal sub-sections: the adoption of the PRISMA guidelines, resource allocation and utilization, criteria establishment for inclusion and exclusion, the rigorous systematic review process, and the intricate procedures for data extraction and in-depth analysis. Each of these sub-sections, integral to the study's execution, is elucidated in detail to offer readers a holistic understanding of the research methodology underpinning this study.

2.2. Systematic searching strategies

The systematic literature review (SLR) is underpinned by a structured and rigorous approach, encompassing three pivotal stages: identification, screening, and eligibility assessment.

2.2.1. Identification

The Scopus and Web of Science databases were employed for the evaluation of this study. By utilizing these widely recognized and esteemed academic literature databases, the aim was to focus and narrow the search parameters. The selected publications underwent rigorous screening due to the credibility of the Scopus and Web of Science databases. Stringent and reproducible methods were employed for sample selection and data analysis to identify a comprehensive body of literature on the topic at hand. The keywords (see **Table 1**) employed for the search included terms such as “Live streaming” or “live broadcast” in comparison to “purchase intention”, “shopping intention”, “buying intention”, or “consumption intention”. The search was conducted until August 2023. Following an extensive search, a total of 344 papers were retrieved from both databases, namely 161 articles from Scopus and 183 articles from Web of Science.

Table 1. The search string used for the systematic review process.

Databases	Keywords Used
WoS	(TS= (live streaming or live broadcast)) AND TS = (purchase intention or shopping intention or consumption intention or buying intention)
Scopus	TITLE-ABS-KEY (“live streaming” OR “live broadcast”) AND title-abs-key (“purchase intention” OR “shopping intention” OR “buying intention” OR “consumption intention”)

2.2.2. Screening

Table 2. The inclusion and exclusion criteria.

Criteria	Eligibility	Exclusion
Literature type	Indexed journal (research articles with empirical data)	Non-indexed journals, systematic literature review journals, chapters in books, conference proceedings, conceptual papers
Language	English	Non-English
Timeline	2017–August 2023	< 2017

Following the identification process, the researchers proceeded to screen the initially identified pool of 344 articles. **Table 2** provides detailed screening criteria. To begin, a thorough comparison of the two databases was conducted to identify and eliminate any duplicate articles, resulting in the exclusion of 85 articles. Subsequently, a screening process based on literature type and language was implemented to exclude book chapters, conference papers, conference reviews, and non-English articles. Journal articles were determined as the primary literature type for this review, leading to the exclusion of 68 articles. The study focused on a specific timeframe of six years (i.e., articles published between 2017 and August 2023) due to the significant surge in research interest surrounding live streaming during this period. Articles relating to live streaming and purchase intentions experienced substantial growth, generating a substantial volume of articles for review and consideration. The final step of screening involved a thorough

examination of article abstracts and titles to determine whether they met the required criteria. In this screening round, a total of 105 articles were excluded.

2.2.3. Eligibility

In this stage, a total of 86 articles were deemed eligible for further evaluation. It was crucial to subject all titles, abstracts, and key content to rigorous inspection and review to ensure their adherence to the established standards. Consequently, two articles were excluded from the evaluation due to one article lacking complete accessibility and the other being unlocatable. The remaining 84 papers were carefully selected for comprehensive assessment. The systematic search strategy, from identification to final selection, is succinctly illustrated in **Figure 1**, providing a visual representation of the research trajectory. The following sections will provide a detailed elaboration on each step of this process.

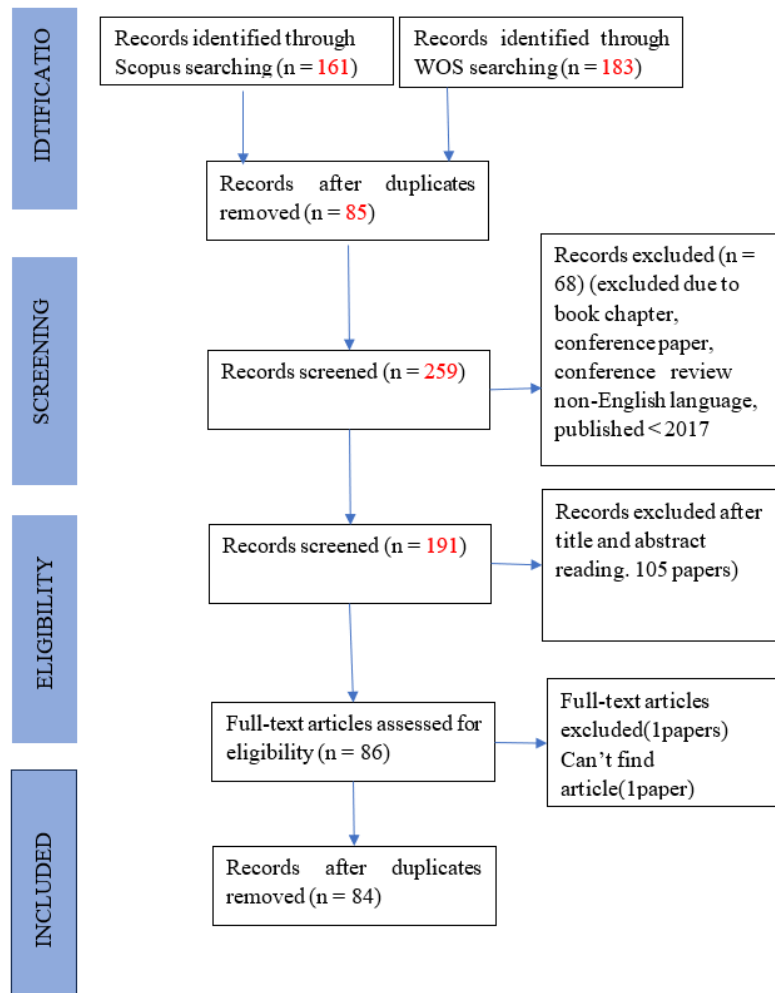


Figure 1. Research strategy diagram flow.

2.3. Data extraction and analysis

Analytical approach: Bibliometrics and literature coding

This study employs a dual analytical approach integrating bibliometric analysis and literature coding methodologies. Bibliometric analysis involves two key facets:

“performance analysis”, focusing on descriptive attributes like authors, journals, institutions, and countries; and “scientific cartographic analysis”, which explores the field’s evolution through content analysis.

Scientific cartography, represented by co-word networks, illuminates conceptual structures by revealing interconnections between keywords. This method aids in understanding the scientific community’s focus areas and emerging research domains. The advent of open-source bibliometric software tools, coupled with data accessibility from platforms like Scopus, Web of Science, Dimensions, and PubMed, has popularized this technique across disciplines.

Biblioshiny, an open-source bibliometric software from RStudio, was employed for this study’s analysis. Its comprehensive suite of statistical techniques and visualizations, tailored for performance analysis and research area mapping, sets it apart. Notably, Biblioshiny’s open-source nature, as an R package, distinguishes it from tools like VOS viewer or CiteSpace.

Literature coding was primarily utilized to dissect factors influencing purchase intention. Through detailed coding of 84 articles, determinants of purchase intention were categorized into eight thematic clusters and 20 sub-themes. These encompassed streamer attributes, platform features, and consumer psychology and behavior, unveiling the multifaceted determinants of purchase intention in live streaming. Mediating and moderating variables were systematically cataloged to provide a comprehensive understanding of their interrelationships. This coding methodology facilitated the identification of potential research directions, proposing exploration avenues across methodologies, platforms, and products.

3. Results background of the selected articles

3.1. Bibliometric analysis

3.1.1. Publication period

In conducting this systematic literature review (SLR), a total of 84 articles published between 2017 and August 2023 were meticulously evaluated and deemed suitable for inclusion. Notably, there were no publications directly addressing the intersection of live streaming and purchase intention in 2017 or 2018; thus, the focus of this study is on literature published after 2019. The analysis reveals a significant upward trend in academic interest in the topic, with one article published in 2019, followed by six in 2020, five in 2021, and a notable peak of 45 in 2022. As of 2023, 27 articles have been published to date, indicating sustained growth in research activity (see **Figure 2**). This surge in academic output is closely linked to the rapid expansion of the live streaming industry in recent years. However, it is evident that academic research has not kept pace with the swift developments occurring within the industry.

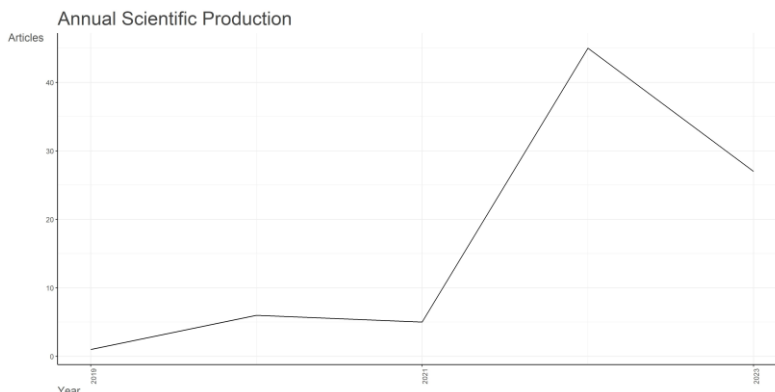


Figure 2. Annual scientific production.

3.1.2. Literature sources

The articles reviewed for this SLR were sourced from 41 reputable academic journals. **Figure 3** highlights the most significant contributors within this domain. “Frontiers in Psychology” stands out as the leading journal, contributing 17 articles (20% of the total). “Sustainability” follows with 10 articles (12%), and “Journal of Retailing and Consumer Services” ranks third with 8 articles (10%). Both “Internet Research” and “Electronic Commerce Research and Applications” each contributed three articles (around 4% collectively). A comprehensive overview of the distribution of articles across these 41 journals can be found in **Table 3**. **Figure 4** traces the temporal evolution of journal contributions, indicating that 2021 marked a turning point, with a noticeable increase in publications across vario.

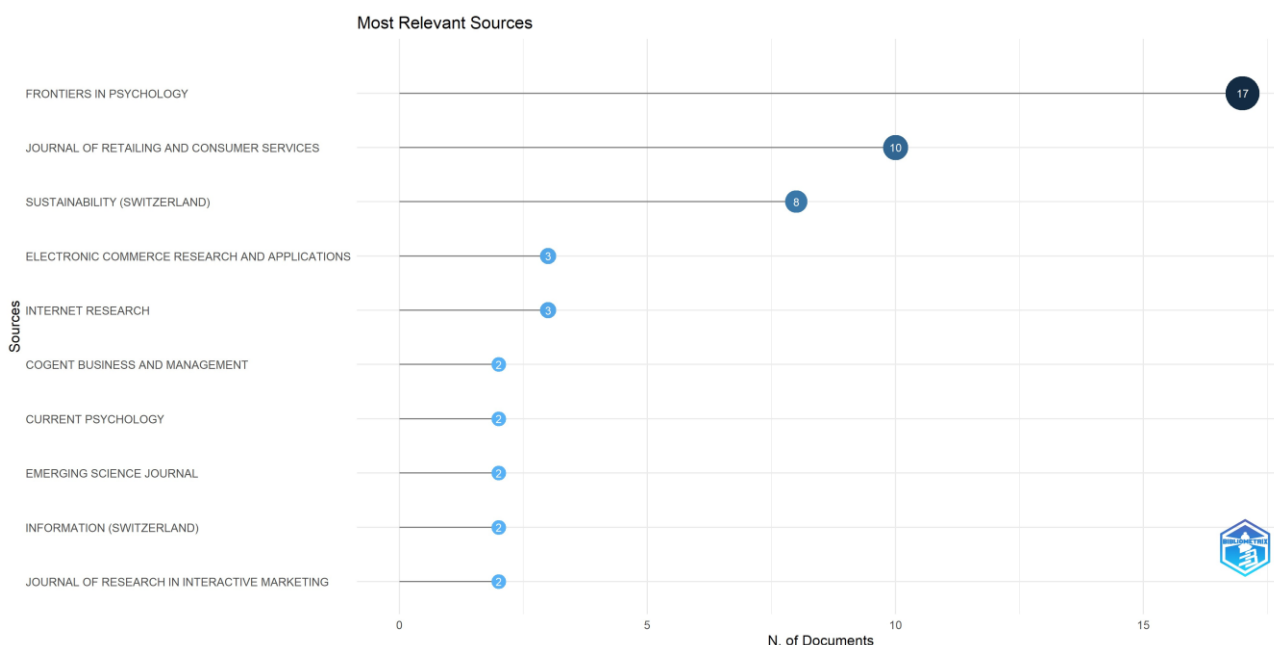


Figure 3. Most relevant sources.

Table 3. Journal source of the study.

Sources	Articles
FRONTIERS IN PSYCHOLOGY	17
JOURNAL OF RETAILING AND CONSUMER SERVICES	10
SUSTAINABILITY (SWITZERLAND)	8
ELECTRONIC COMMERCE RESEARCH AND APPLICATIONS	3
INTERNET RESEARCH	3
COGENT BUSINESS AND MANAGEMENT	2
CURRENT PSYCHOLOGY	2
EMERGING SCIENCE JOURNAL	2
INFORMATION (SWITZERLAND)	2
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING	2
JOURNAL OF SERVICES MARKETING	2
SERVICE INDUSTRIES JOURNAL	2
ASIA PACIFIC JOURNAL OF INFORMATION SYSTEMS	1
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	1
ASIAN JOURNAL OF BUSINESS RESEARCH	1
BEHAVIOUR AND INFORMATION TECHNOLOGY	1
CURRENT ISSUES IN TOURISM	1
DATA AND INFORMATION MANAGEMENT	1
DATA SCIENCE AND MANAGEMENT	1
ECONOMIC ANALYSIS AND POLICY	1
ELECTRONIC COMMERCE RESEARCH	1
EUROPEAN JOURNAL OF INFORMATION SYSTEMS	1
HELIYON	1
HUMANITIES AND SOCIAL SCIENCES COMMUNICATIONS	1
IEEE TRANSACTIONS ON ENGINEERING MANAGEMENT	1
INFORMATION AND MANAGEMENT	1
INFORMATION SYSTEMS FRONTIERS	1
INFORMATION SYSTEMS JOURNAL	1
INFORMATION TECHNOLOGY AND MANAGEMENT	1
INTERNATIONAL JOURNAL OF ELECTRONIC COMMERCE STUDIES	1
INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT	1
INTERNATIONAL JOURNAL OF HUMAN-COMPUTER INTERACTION	1
JOURNAL OF ASIA-PACIFIC BUSINESS	1
JOURNAL OF BUSINESS RESEARCH	1
JOURNAL OF CURRENT ISSUES AND RESEARCH IN ADVERTISING	1
JOURNAL OF GLOBAL INFORMATION MANAGEMENT	1
JOURNAL OF MARKETING ANALYTICS	1
KYBERNETES	1
PSYCHOLOGY RESEARCH AND BEHAVIOR MANAGEMENT	1
TELEMATICS AND INFORMATICS	1
YOUNG CONSUMERS	1

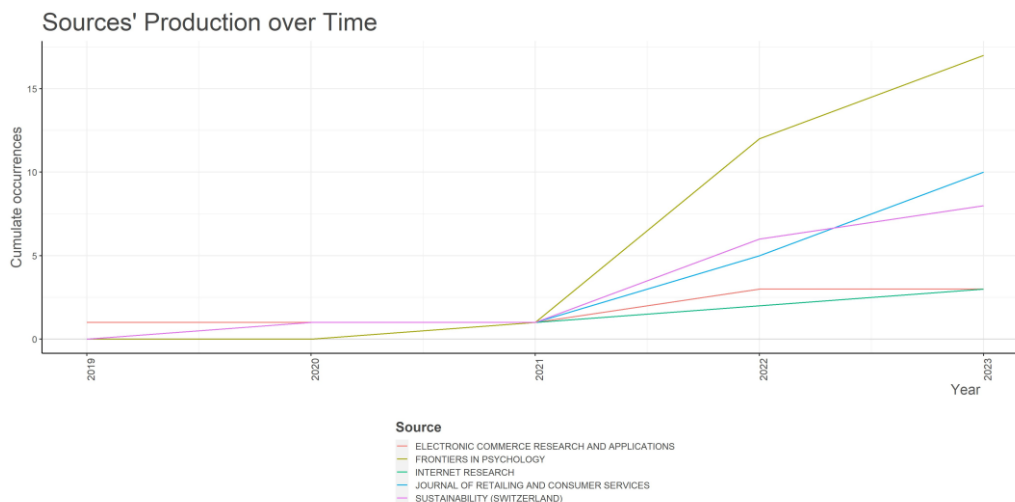


Figure 4. Source dynamics.

3.1.3. Countrywise analysis of published articles

Figure 5 provides an overview of the geographical distribution of research contributions. China is the most prolific contributor, with 77 articles published, followed by South Korea with 10, and the United States with 9. Australia ranks fourth with 7 publications, while Thailand occupies the fifth position with 5. In contrast, European countries and Canada have shown relatively limited research output in this area. **Figure 6** further highlights China's dominance in academic output, a trend that closely mirrors the rapid growth of China's live streaming industry. Additionally, **Figure 7** underscores China's leading role in terms of citation impact, with the United States and South Korea following as significant contributors.

Country Scientific Production

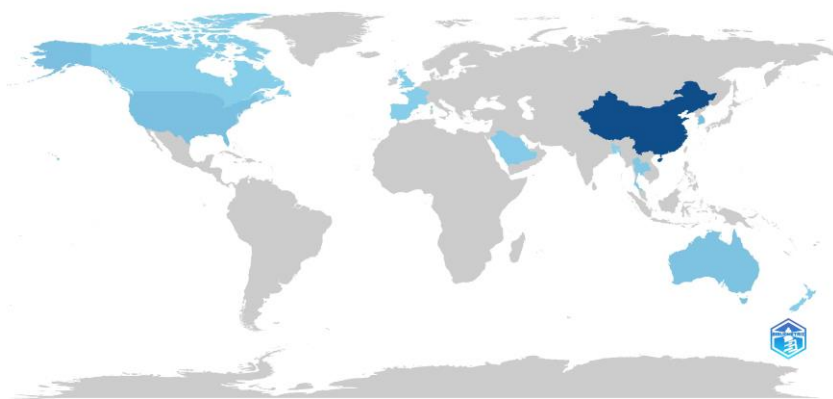


Figure 5. Country scientific production.

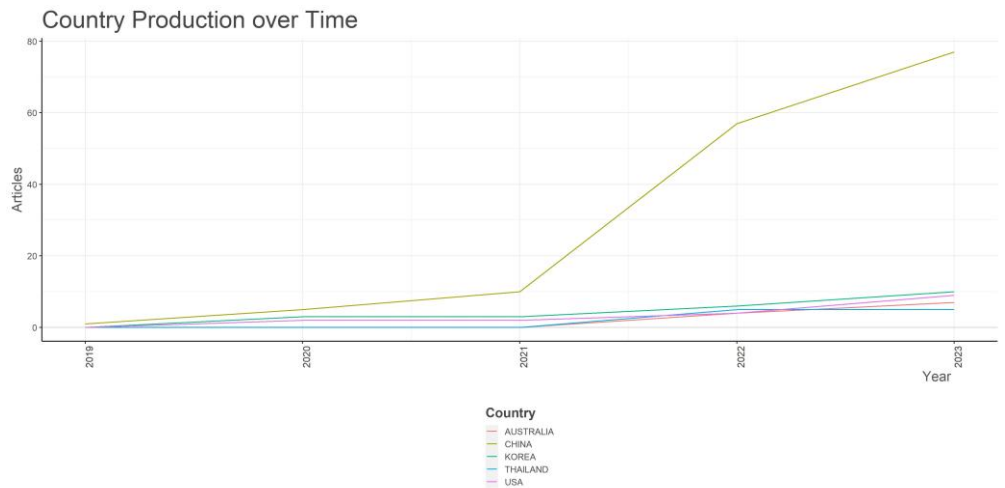


Figure 6. Country production over time.

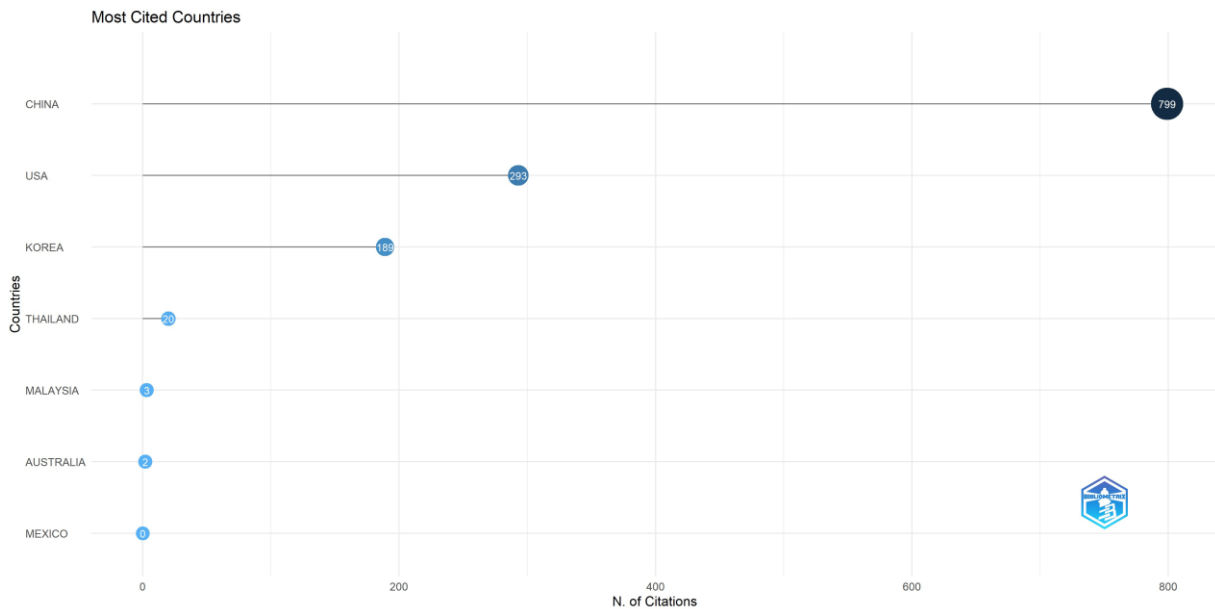


Figure 7. Most cited countries.

3.1.4. Most relevant authors

An analysis of the bibliometric data reveals that the field does not yet have a well-established core group of scholars; instead, it is characterized by emerging researchers. Seven authors have published the most articles, each with three publications (see **Figure 8**). There is also a considerable number of authors with one or two publications, indicating that this is a relatively nascent field, with growing scholarly attention since 2019.

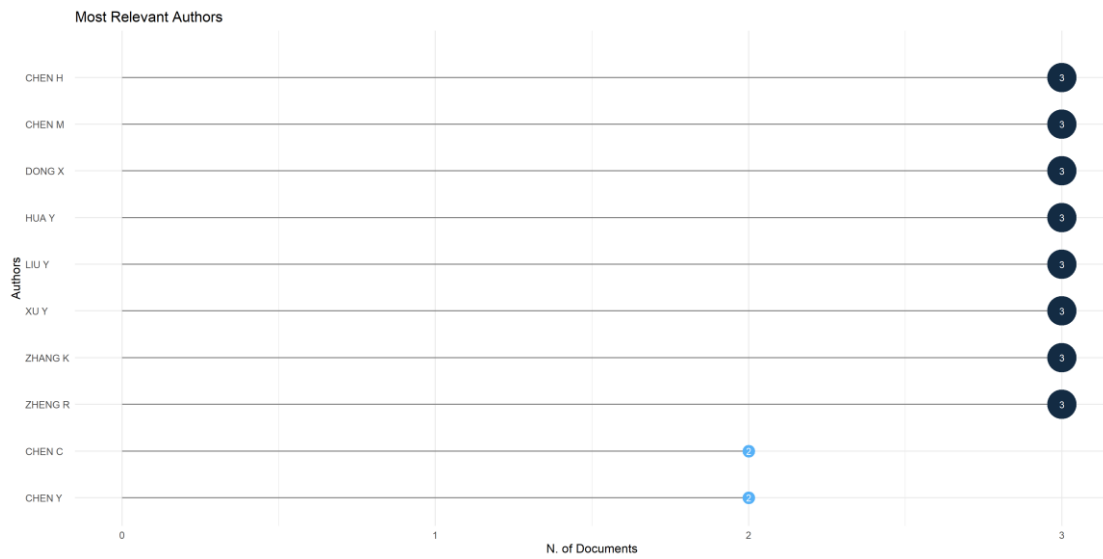


Figure 8. Most relevant authors.

3.1.5. Most relevant affiliations

The analysis of institutional contributions shows that Chinese universities are the most prominent in this research domain. Chaoyang University of Technology and the Department of Foreign Languages at Dalian University lead with five publications each. They are followed by Jinan University, University of International Business and Economics, and Zhejiang Gongshang University, each with four articles (see **Figure 9**). This further underscores the emerging nature of this field and the booming live streaming industry in China.

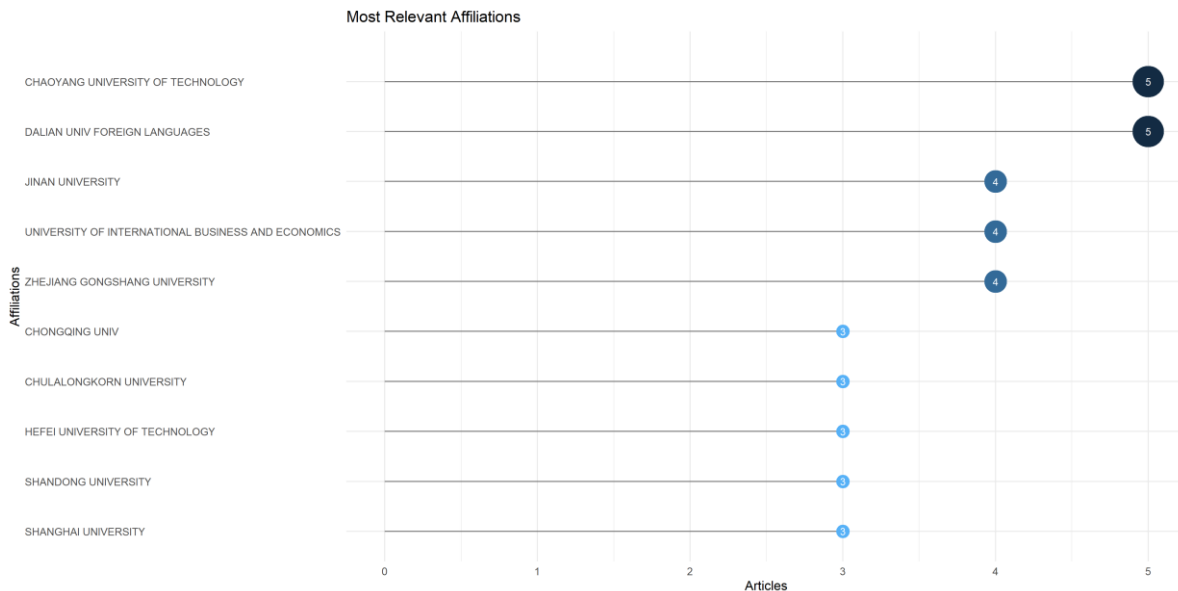


Figure 9. Most relevant affiliations.

3.1.6. Most global cited documents

The analysis indicates that the article by Sun et al. (2019), with 292 citations, is the most globally cited work in this field, followed by Lin and Park (2020), with 156 citations (see **Figure 10**). Overall, citation counts remain relatively modest, which is

likely a reflection of the emerging status of research on live streaming and purchase intention. As this field continues to evolve, it is anticipated that citation rates will increase over time.

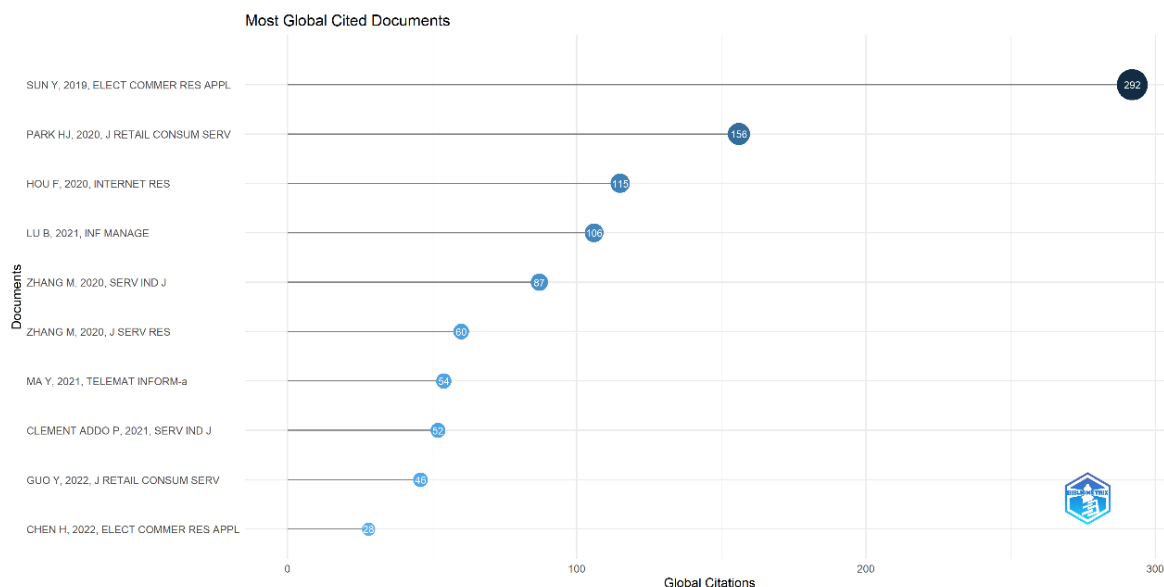


Figure 10. Most global cited documents.

3.1.7. Word cloud analysis

The word cloud analysis, illustrated in **Figure 11**, offers valuable insights into the primary themes prevalent across the 84 articles included in our review. This visual representation effectively highlights the prominence of specific keywords and concepts within the literature, providing a clear overview of the dominant topics.

The term “electronic commerce” emerges as a central feature in the word cloud, indicating that this concept plays a pivotal role in the body of literature analyzed. This suggests that a significant portion of the research focuses on the broader framework of electronic commerce. Another frequently occurring term is “purchase intention”, which signifies that a considerable number of the articles investigate factors influencing consumers’ purchase intentions, particularly in the context of live streaming. The inclusion of “consumption behavior” as a notable keyword points to researchers’ interest in understanding how consumer behaviors, including purchasing patterns and preferences, are shaped by various elements within the live streaming environment.

Unsurprisingly, “live streaming” itself stands out as a central theme, reflecting the core emphasis of the reviewed literature. This encompasses the examination of live streaming platforms, strategies, and their influence on consumer behavior and purchase intentions. The presence of terms like “purchasing” and “sales” highlights the commercial aspects of live streaming, indicating that researchers are exploring the mechanisms and outcomes associated with purchasing activities during live streaming sessions.

In summary, the word cloud offers a concise snapshot of the key research themes and topics explored in the reviewed articles. It underscores the multidimensional nature of this field, encompassing electronic commerce, consumer

behavior, live streaming platforms, and the dynamics of purchasing and sales. This analysis serves as a foundation for a more detailed examination of these themes in subsequent sections of our study.



Figure 11. Word cloud.

3.1.8. Co-occurrence network analysis

The co-occurrence network analysis, as shown in **Figure 12**, provides deeper insights into the significant thematic hubs that form the core of the 84 articles reviewed. This network analysis reveals the key themes and their interrelationships, offering a comprehensive understanding of the central topics within the literature.

At the center of the co-occurrence network is “purchase intention”, underscoring its paramount significance in this field of study. This indicates that a substantial body of research focuses on understanding the factors that influence consumers’ intentions to make purchases, particularly within the live streaming context. Closely linked to “purchase intention” is “electronic commerce”, highlighting the critical role it plays within the reviewed literature. Researchers are investigating multiple dimensions of electronic commerce and how it relates to consumer purchase intentions.

“Live streaming” also stands out as a central theme, reinforcing its fundamental importance in this field. This node represents the focal point of the reviewed articles, including analyses of live streaming platforms, strategies, and their impact on consumer behavior, particularly regarding purchase intentions. The term “sales” emerges as another crucial hub within the network, reflecting the commercial dimension of live streaming. This indicates extensive research into the mechanisms and outcomes of sales generated through live streaming, emphasizing the importance of understanding the dynamics of consumer transactions.

Similarly, “purchasing” is a prominent node, further underscoring the relevance of investigating purchasing behavior within the context of live streaming commerce. Researchers delve into the various factors that influence consumers’ purchasing decisions. Additionally, “consumption behavior” stands as a major hub connected to several other nodes, highlighting the comprehensive exploration of consumer behavior within the literature. Researchers examine multiple aspects of consumption

behavior, including buying patterns and preferences, and how they interact with live streaming and electronic commerce.

In summary, the co-occurrence network analysis sheds light on the key nodes and their interconnectedness within the reviewed articles. It highlights the central themes that dominate this field of research, including purchase intention, electronic commerce, live streaming, sales, purchasing, and consumption behavior. This analysis provides a structured overview of the critical topics explored in the literature, serving as a foundation for the detailed examination of these themes in our study’s subsequent sections.

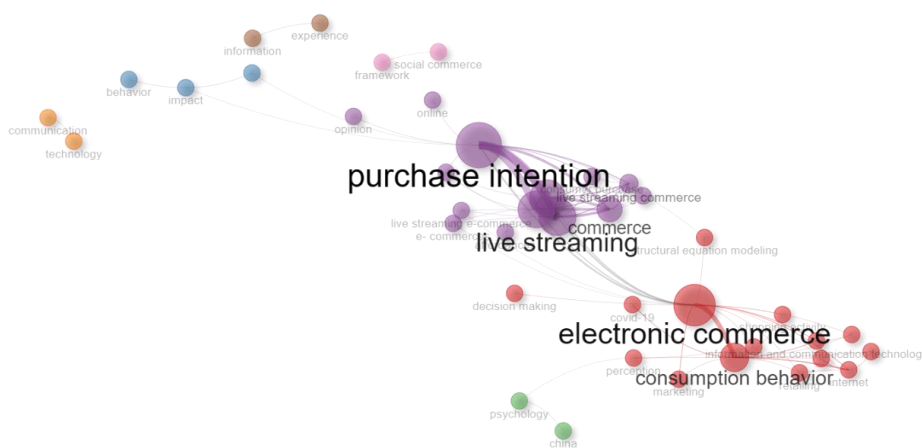


Figure 12. Co-occurrence network.

In conclusion, this bibliometric analysis highlights the rapid growth and evolving nature of research on live streaming and purchase intention, revealing key trends, influential journals, geographic contributions, and central themes. The findings emphasize the interdisciplinary and emerging nature of this field, underscoring the need for continued research to bridge the gap between the fast-paced development of live streaming commerce and academic exploration.

4. Literature coding analysis

4.1. Theoretical foundation

This bibliometric analysis not only reveals the rapid growth of live streaming and purchase intent research and its evolving characteristics, but also lays the groundwork for an in-depth exploration of the theoretical underpinnings. Specifically, the research demonstrates the cross-disciplinary nature of the field and the need for scholarly exploration, and we will further explore the theoretical underpinnings of these articles next. As illustrated in **Table 3**, a significant number of articles examined in this study demonstrate a robust theoretical foundation. Specifically, 10 articles (12%) did not incorporate any supporting theoretical framework. In contrast, a substantial majority, comprising 58 articles (69%), utilized a single theoretical framework for their analysis. Furthermore, 11 articles (13%) employed a dual-theoretical approach, while 5 articles (6%) integrated three or more theoretical frameworks. This distribution highlights the strong grounding of research

in this domain within established theoretical constructs, affirming that the application of theories is a prevalent practice among scholarly contributions.

Among the 84 articles analyzed, the most frequently utilized theoretical framework is the Stimulus-Organism-Response (SOR) theory, which is cited in 24 articles, accounting for 29% of the total. Closely following is the Affordance theory, featured in 8 articles (10%), and the Uses and Gratifications theory, used in 6 articles (7%). Other notable theories include Flow theory, the Technology Acceptance Model, and Signaling theory, mentioned in 4, 5, and 4 articles, respectively. A comprehensive compilation of the 48 distinct theoretical frameworks employed by researchers in this field is detailed in **Table 4**, serving as a valuable reference for future scholarly inquiry.

Table 4. Theoretical foundation.

Theory use	Number of articles	Frequencies (%)
Number of theories applied		
No theory	10	12%
One theory	58	69%
Two theories	11	13%
Three theories and above	5	6%
Theories applied in the research		
stimulus-organism-response (SOR) theory	24	29%
affordance theory	8	10%
uses and gratifications theory	6	7%
flow theory	4	5%
technology acceptance model	5	6%
signaling theory	4	5%
Vicarious learning theory	2	2%
Dual Processing Theory (DPT)	2	2%
elaboration likelihood model (ELM)	2	2%
grounded theory	2	2%
parasocial relationship theory	2	2%
parasocial interaction theory	2	2%
social presence theory	2	2%
Attractiveness Theory	1	1%
channel complementarity theory	1	1%
COM-B Behaviour Changing theory	1	1%
complexity theory	1	1%
place attachment theory	1	1%
Emotional attachment theory	1	1%
Cognitive load theory	1	1%
swift guanxi theory	1	1%
construal level theory	1	1%
dual-systems theory (DST)	1	1%

Heuristic–systematic model	1	1%
information asymmetry theory	1	1%
marketing mix theory	1	1%
match-up hypothesis	1	1%
source credibility model	1	1%
Perceived value theory	1	1%
reasoned action theory	1	1%
planned behavior theory	1	1%
richness theory	1	1%
involvement theory	1	1%
self-congruity theory	1	1%
similarity attraction theory	1	1%
social cognitive theory (SCT)	1	1%
social learning theory	1	1%
social exchange theory	1	1%
social information foraging theory (SIFT)	1	1%
utilitarian gratification theory (UGT)	1	1%
theory of reasoned action (TRA)	1	1%
Theory of Planned Behavior (TPB)	1	1%
trust transfer theory	1	1%
Source Credibility Theory	1	1%
Network effect theory	1	1%
Yale model	1	1%
benefit–risk framework	1	1%

Note: The theories used are listed here, but some articles use several theories at once.

4.2. Methodological nature

These theories provided researchers with a solid theoretical foundation that further guided their research methodology, and next, the findings summarized in **Table 5** show that the majority of the included papers (77, or 92%) used quantitative research methods. Within this framework, data collection methods varied, encompassing manual collection, survey-based approaches, web crawls, and experimental designs. In contrast, a smaller fraction, specifically 2 articles (2%), utilized qualitative methodologies, employing interviews and in-depth interviews as their primary methods. Additionally, 5 articles (6%) adopted mixed-methods approaches, integrating various research techniques, such as semi-structured interviews, surveys, Fuzzy Set Qualitative Comparative Analysis (fsQCA), and experimental designs. This diversity in methodological approaches underscores the multifaceted nature of research within this evolving field.

Table 5. Summary of research methods.

Methods	Concrete method	Number of articles	Frequencies (%)
Quantitative research	manual way	1	92%
	survey	69	
	crowled	3	
	experiment	4	
Qualitative research	interview	1	2%
	in-depth interviews	1	
Mixed research method	semi-structured interview and survey	2	6%
	fuzzy-set qualitative comparative analysis (fsQCA)	1	
	experiment and survey	1	
	in-depth interviews expert interviews experiment	1	

4.3. Main content

To gain a deeper understanding of these findings, we next conducted a thematic analysis. In this process, two researchers independently conducted preliminary coding to identify and analyze recurring themes in the review articles. After discussing and comparing the findings, we reached consensus on the final categorization of themes. The categorization of each theme was based on existing literature and relevant theories, and overlapping themes were merged for clarity. Through a systematic analysis of 84 articles, we identified numerous factors that influence purchase intentions. Scholars explored these factors from a variety of perspectives and thematically categorized the factors influencing purchase intention in live streaming. The categories identified included: streaming/influencer characteristics, platform and technology characteristics, consumer psychology and behavior, product and service aspects, content and performance, social and cultural factors, external factors and context, and marketing and business strategies (see Supplementary materials).

The multifaceted landscape of live streaming commerce is shaped by various psychological and situational factors that significantly influence consumer behaviors and perceptions. Mediating variables serve as intermediaries, elucidating the complex mechanisms at play (see Supplementary materials). These variables encompass trust, social presence, emotional attachment, perceived value, and a range of cognitive, affective, and experiential elements. Acting as conduits, these mediating variables facilitate the impact of external stimuli, platform features, and streamer attributes on consumers' decision-making processes.

In addition, moderating variables introduce contextual nuances, influencing consumer responses under specific conditions. Factors such as platform reputation, cultural influences, and individual traits—such as self-monitoring personality and habitual tendencies—significantly affect the strength and direction of the mediating variables. The interplay between these mediating and moderating variables constructs a dynamic framework that outlines the complexities of consumer behavior within the realm of live streaming commerce.

This comprehensive understanding of mediating and moderating variables not only enhances theoretical frameworks in consumer psychology but also provides valuable insights for businesses aiming to optimize their strategies within the rapidly evolving landscape of live streaming commerce. It is crucial for both researchers and practitioners to delve deeper into these variables to uncover patterns and subtleties that drive consumer interactions and purchase intentions in live streaming commerce.

4.3.1. Influence of streamer/influencer characteristics on purchase intentions in live streaming commerce

In the rapidly expanding realm of live streaming commerce, the characteristics of streamers or influencers have emerged as crucial determinants of consumer purchase intentions. These characteristics, encompassing both intrinsic and extrinsic traits, significantly shape viewer perceptions, trust, and engagement levels, ultimately influencing their buying behaviors.

Streamer competence and knowledge

The characteristics of streamers, including credibility, informational content, professional knowledge, and overall competence, are critical factors influencing purchase intentions. Numerous studies have established these attributes as significant predictors in live shopping contexts (Alam et al., 2022; Apasrawirote and Yawised, 2022; Chandruangphen et al., 2022; Chen and Zhang, 2023; Gao et al., 2023; Guo et al., 2022; He and Jin, 2022; He et al., 2022; Huang and Zhou, 2023; Li et al., 2022; Ma et al., 2022; Sawmong, 2022; Wang et al., 2021; Wang et al., 2022; Zheng et al., 2023; Zhong et al., 2022). Trustworthiness, characterized by authenticity and credibility, serves as a fundamental driver of viewer engagement. This trust is enhanced by the streamer's ability to provide valuable and relevant information, which facilitates informed decision-making. Additionally, the streamer's professional expertise further reinforces their persuasive power. Moreover, a streamer's social capital—encompassing their network and relationships—plays a vital role in shaping purchase intentions, particularly in contexts where viewers assess product quality based on the streamer's affiliations (Xu et al., 2022).

Communication and interaction style

The communication style of streamers, particularly their interactional approach (Liao et al., 2023), plays a pivotal role in shaping consumer behavior. Engaging, relatable, and interactive communication fosters a sense of connection, which can lead to heightened viewer engagement and increased likelihood of purchase. Tailoring specific language appeals to the target audience further enhances purchase intentions (Ma et al., 2023). Additionally, the use of humor and the streamer's gender can also significantly influence viewer attraction and engagement (Hou et al., 2019).

Streamer credibility and persona

The celebrity persona of a streamer (Lei et al., 2023)—encompassing their public image, reputation, and perceived alignment with the product or service being endorsed—has a profound impact on purchase behaviors. This influence is

particularly strong when there is a perceived congruence between the streamer's image and the product's attributes (Alam et al., 2022; Chen et al., 2023). The popularity and homogeneity (Tong and Zhou, 2022) of internet celebrities, as well as the dynamic interplay between virtual and human streamers (Jiang and Wan, 2023), add further complexity to the understanding of purchase behaviors in live streaming commerce.

Service and sales dynamics

Other nuanced factors, such as a streamer's bargaining power (Wang et al., 2022) and the quality of post-sales services, significantly influence viewer perceptions and buying decisions.

In summary, the multifaceted characteristics of streamers in live streaming commerce are critical determinants of consumer purchase intentions. As the landscape of e-commerce continues to evolve, these attributes will undoubtedly shape consumer behaviors, necessitating further academic inquiry and practical attention.

4.3.2. Influence of platform and technical features on purchase intentions in live streaming commerce

While the role of streamer attributes is significant, the technical and platform features also play a crucial role in shaping purchase intentions. The dynamics of live streaming commerce are significantly shaped by the interplay of platform attributes and technical functionalities. This synthesis draws on contemporary research to elucidate how these features influence consumer purchase intentions within the live streaming environment.

Platform integrity factor

The evolution of live streaming commerce is fundamentally shaped by the interplay between platform attributes and technical functionalities. The platform's robustness and adaptability, from its features to its quality, play a pivotal role in shaping consumer purchase intentions.

Platform quality and features: Central to this is the Live Streaming E-commerce Quality (LEQ), which encompasses service, information, and system quality, laying the foundation for consumer trust. Studies by Dong et al. (2022) and Zhang et al. (2021) emphasize the importance of these quality dimensions in fostering trust and influencing purchase intentions. Jin and Qing (2022) further delve into the nuances of these dimensions, highlighting their collective influence on consumer purchase intentions. The advancements in Live-streaming Technology (LST), which enable high-definition broadcasts, real-time interactions, and augmented reality integrations, further augment this experience (Men et al., 2023). The multifaceted live streaming features (LSF), including visibility, interactivity, authenticity, entertainment, platform stability, informativeness, and real-time communication, collectively shape the user experience and influence their purchasing behavior (Chen et al., 2022; Gao et al., 2023; Guo et al., 2022; Guo et al., 2021; Liu et al., 2022; Ma et al., 2022; Ma et al., 2022; Sawmong, 2022; Shiu et al., 2023; Song et al., 2022; Zhang et al., 2023). The Technology Quality (TQ) ensures a seamless shopping experience, free from glitches and lags, fostering trust and encouraging purchases (Shiu et al., 2023).

The choice of Platform Type (PT) introduces unique tools and interfaces, catering to specific demographics and influencing purchase decisions (Xie et al., 2022).

Recommendation and personalization: Intelligent recommendation systems, leveraging AI and machine learning, curate product suggestions tailored to individual user preferences, enhancing the shopping experience. This is embodied by the Intelligent Recommendation (IR) system.

Consumer interaction factor

Consumer interaction with the platform and their tendencies within the live streaming environment are critical to their purchase decisions. A primary influence is the Online Consumer Review, which serves as a vital resource for potential buyers, providing insights into product quality and previous consumer satisfaction (Qin et al., 2023). The Bullet Screen feature, which displays real-time viewer comments, adds dynamism to the shopping environment (Zeng et al., 2022). The affordances of live streaming—the potential actions and capabilities it enables—significantly shape user experiences and impact purchase behavior. For instance, Lu et al. (2023) demonstrates the positive effects of affective and cognitive affordances on swift *guanxi*, which subsequently influence purchase and gift-giving intentions (Lu et al., 2023). This perspective is supported by several studies (Dong et al., 2023; Hua et al., 2023; Su et al., 2020; Sun et al., 2019; Xu et al., 2021). Additionally, Live Streaming Proneness (LSP), or the inclination to engage with live streaming content, further influences purchasing decisions (Wang et al., 2022). The alignment of Danmaku content—characterized by on-screen flying comments—with products enhances viewer engagement (Chen et al., 2023).

Environmental influence factor

The broader context of live streaming commerce also plays a crucial role in influencing consumer decisions.

The Retailing Mode (RM), whether a brand's proprietary platform or a third-party platform, has implications for trust and purchase intentions (Wang et al., 2023). The Virtual Atmosphere (AT), created through auditory and visual elements, can elicit emotional responses that subtly guide purchasing decisions (Tong and Zhou, 2022). Furthermore, perceptions of Online Crowding (OC)—the density of users in the virtual space—can affect purchase intentions based on individual preferences for social interaction (Chen and Zhang, 2023).

In summary, the intricate interplay of platform integrity, consumer interaction, and environmental influences in live streaming commerce reveals a complex landscape of factors that shape consumer purchase intentions. As this field continues to evolve, understanding these dynamics is essential for businesses aiming to leverage the full potential of live streaming.

4.3.3. The influence of consumer psychology and behavior on purchase intentions in live streaming commerce

Consumer characteristics and identity

Consumer types (CT) delineate the diverse segments based on behaviors, preferences, or demographics, influencing their purchasing patterns (Xie et al., 2022). Self-efficacy (SE) plays a pivotal role, with consumers confident in their

abilities being more inclined to make purchases (Kang and Li, 2022). The alignment between a consumer's identity and the products they engage with (Self-Product Fit) (Chen et al., 2023) further shape their purchasing decision.

Consumer motivations, values and behavior

Intrinsic motivations, such as inspiration (Zhang et al., 2023) and altruistic value (AV) (Yu and Zhang, 2022), drive consumers to engage or make purchases. Viewers' self-congruence and value congruence with the hosts of livestreaming programmes enhanced their parasocial interaction, which in turn strengthened their emotional engagement and purchase intention (Shen et al., 2022). The habitual nature of engagement, entertainment value, and the act of passing time further underscore the reasons for consumer engagement with live streaming commerce (Chen et al., 2022). Social influences, including herd behavior (HB) (Lee and Yang, 2023) and subjective norms (SN), exert considerable sway on individual purchasing behaviors, emphasizing the role of societal pressures and the influence of peers (Yu and Zhang, 2022).

Consumer awareness, engagement and interaction

Brand awareness (BA) significantly impacts purchase decisions, with recognizable brands enjoying higher consumer trust (Liu and Yu, 2022). The depth of consumer interaction with the brand or platform, termed customer engagement (CE), directly correlates with purchase intentions (Clement Addo et al., 2021; Zheng et al., 2022). The dynamics of the relationship between consumers and streamers, including trust in the host (TIH), customer relationship (CR), wishful identification (WI), further shape the purchasing landscape (Ma et al., 2022; Wang et al., 2021). In the live broadcast, a variety of interactions will force the change of consumers' psychological perception, enhance consumer engagement, and thus promote purchase. (Chen, et al., 2022; Chen et al., 2022; Joo and Yang, 2023; Liu et al., 2022; Ma et al., 2023; Shiu et al., 2023; Yu and Zhang, 2022). Perceived network size (PNZ) further enhancing the interactive experience (Ma, 2021).

Consumer experience, perception and trust

The overall quality of the live streaming shopping experience plays a crucial role in influencing purchase intentions (Yu and Zhang, 2022). Factors like perceived endorsement (PE) and perceived value (PV) revolve around the perceived benefits and trustworthiness of the live streaming commerce platform, directly impacting consumer trust and, consequently, their purchasing decisions (Yu and Zheng, 2022; Yu et al., 2022). The perceived similarity with anchors comes from physical characteristic similarity and value similarity, which will affect consumers' purchase intention (Chen and Lu, 2021). Customer perception (CP) further nuance the consumer's experience and trust in the platform (Apasrawirote and Yawised, 2022). Experience quality, and technological quality in live streaming commerce can effect consumers' propensity to buy (Lee and Yang, 2023).

Technology acceptance, usability and concerns

The perceived usefulness (PU) and ease of use (PEU) of the platform significantly influence consumer engagement and purchase intentions (Chen et al., 2022; Kang and Li, 2022; Wang et al., 2022; Xie et al., 2022). External concerns,

such as counterfeiting concern (CC) and the reliability of Information diagnosticity (ID), can act as barriers or facilitators to purchases, depending on the platform's ability to address these concerns (Chen and Zhang, 2023; Kang and Li, 2022). The readiness of consumers to adopt new technologies, termed social media technology readiness (SMTR), and the perceived effectiveness of e-commerce institutional mechanisms (PEEIM) further shape the technological landscape of live streaming commerce (Chao et al., 2022; Yu and Zhang, 2022).

Emotional and psychological connections

Emotional bonds or connections, termed place attachment (PA), can elicit strong purchase intentions, especially if consumers feel a deep connection to the virtual environment or platform (Yu et al., 2022).

In conclusion, the dynamic relationship between consumer psychology and behavior in live streaming commerce reveals numerous factors that influence purchase intentions. As this field continues to evolve, it is crucial for businesses to grasp these complexities to fully leverage the potential of live streaming.

The landscape of live streaming commerce is closely linked to the psychological and behavioral aspects of consumers. This analytical overview highlights the essential role that consumer psychology plays in shaping purchase intentions within the live streaming context, drawing on contemporary scholarly insights.

4.3.4. Influence of product factors on purchase intention in live streaming e-commerce

Product characteristics

The intrinsic nature of the product itself is central to purchase decisions (Tong and Zhou, 2022). The category or nature, represented by Product Type (PT), delineates products and can significantly influence consumer choices (Liu and Yu, 2022).

Further, the multifaceted attributes of the product, collectively termed as Product Features (PF), encompass aspects such as quality, trendiness, brand association, personal appeal, and transparency in pricing. The alignment between the product and its source or content, represented by product-source and product-content fit, respectively, also emerges as influential determinants (He et al., 2022).

Product presentation and perception

The manner in which products are showcased, termed as Product Presentation (PP), plays a crucial role in capturing consumer attention and interest (Zhang, 2023).

Gain-Framed Descriptions (GFD), which highlight the benefits of products, can enhance their appeal, especially when tailored to specific demographics (Sun et al., 2022). The degree of consumer recognition, or Product Familiarity (PF), can expedite purchase decisions (Yu and Zhang, 2022), while the perceived genuineness, or Product Authenticity (PA), fosters trust. The attractiveness of the product's price point, or Product Price Attraction (PPA), and its distinctiveness based on local attributes, termed as Product Local Uniqueness (PLU), further influence consumer perceptions and intentions (He et al., 2022). The fit between product source agreement and product content affects purchase intention by influencing the

perceived attractiveness and credibility of the source, as well as the utilitarian and hedonic attitude towards the content (Lin and Park, 2020).

Logistical considerations

Beyond the product itself, logistical aspects like Shipping (S) come into play. The efficiency, cost, and reliability of the delivery process can either enhance or deter the consumer's intent to purchase (Yu and Zhang, 2022).

In conclusion, as live streaming e-commerce continues to burgeon, a nuanced understanding of these product-related factors is indispensable for businesses aiming to optimize consumer engagement and drive sales.

4.3.5. The influence of content and presentation factors on purchase intentions in live streaming commerce

The intricate blend of content and presentation elements in live streaming commerce offers a rich tapestry of factors influencing consumer purchase intentions. Shang et al. (2023) delves into the congruence between the product and its background, emphasizing its role in influencing cognitive and emotional responses, subsequently affecting purchase intentions. Similarly, the manner in which products are showcased in live streams plays a crucial role. The perceived value of a product, coupled with the time pressure experienced during live sessions, can significantly sway purchase decisions (Zhang, 2023). Ambient factors, such as background music, further enhance the shopping experience. The rhythm and placement of background music in live streaming sessions have been shown to have a profound impact on consumer purchase intentions (Zhang et al., 2023).

Authenticity emerges as another pivotal factor. A qualitative exploration focusing on Chinese consumers highlighted the importance of genuine and authentic presentations in live commerce, revealing its significant influence on purchase intentions (Sun et al., 2022).

Addressing product uncertainty is paramount. Consistent signals or cues during live streaming sessions can significantly reduce product uncertainty, fostering trust and encouraging purchases (Chen et al., 2023). Moreover, the visual complexity of the background in live streaming sessions, mediated by emotional responses and moderated by gender differences, plays a crucial role in influencing purchase intentions (Tong et al., 2022).

4.3.6. Impact of social and cultural factors on buying intentions in live streaming

The social and cultural fabric is deeply interwoven into the success of live streaming commerce. In the Chinese context, the cultural nuances play a pivotal role in shaping the purchase of virtual gifts during live streaming, emphasizing the importance of understanding regional cultural factors (Guan et al., 2022). The integration of social presence with social learning, based on the Social Cognitive Theory, has been identified as a significant driver for purchase intentions. This underscores the role of social interactions and the learning derived from them in influencing consumer behavior (Hua and Li, 2022). A multi-perspective analysis, encompassing stream, streamer, and viewer, reveals the complex interplay of motivations that drive viewing and purchasing behaviors in live streaming. This

highlights the significance of understanding the diverse motivations rooted in social interactions (Zheng et al., 2023). Social presence in live stream e-commerce has a pronounced effect on consumers' purchase intentions. The feeling of being present with others in a virtual environment can significantly sway buying decisions (Chen et al., 2023). While technology readiness is crucial, the roles of social presence and perceived value are paramount in determining purchase intentions among live streaming shoppers (Chao et al., 2022).

The effects of in-store live streaming have been found to extend beyond the virtual realm, influencing offline purchase intentions. This suggests the powerful impact of social dynamics even in offline contexts (Zhang et al., 2023).

The economics of para-social interactions, especially in the context of popular influencers like “wanghongs”, play a crucial role in shaping purchase behaviors. These one-sided relationships, where viewers feel a connection with influencers without actual interactions, underscore the profound impact of social dynamics in live streaming commerce (Quan et al., 2020).

4.3.7. Influence of marketing and commercial strategies on purchase intentions in live streaming e-commerce

A cornerstone of marketing endeavors, promotional activities in live streaming e-commerce serve as catalysts, amplifying product awareness, fostering interest, and driving purchase intentions (Tong and Zhou, 2022). The extended 7Ps framework, encompassing Product, Price, Place, Promotion, People, Process, and Physical Evidence, offers a holistic perspective on the multifaceted elements influencing consumer behavior in live streaming contexts. This model underscores the intricate interplay of product offerings, pricing strategies, promotional tactics, and the overall streaming environment in shaping purchase decisions (Ho et al., 2022). LVS strategy can improve customers' online purchase intention by reducing psychological distance and perceived uncertainty (Zhang et al., 2020). In the realm of live streaming e-commerce, content marketing transcends traditional promotional tactics. It involves the strategic dissemination of relevant and value-driven content, not overtly promotional, yet designed to pique consumer interest in products or services. The content's relevance, presentation style, and alignment with audience preferences can significantly sway purchase intentions (Apasrawirote and Yawised, 2022). Deployed as a tactical commercial strategy, price discounts in live streaming sessions introduce a temporal element of urgency. By offering products at reduced prices, albeit for limited durations, marketers can stimulate impulse buying behaviors, capitalizing on the real-time nature of live streams (Zhong et al., 2022).

4.3.8. Influence of external factors and context on purchase intentions in live streaming commerce

Factors such as Government credibility, Broadcast timing, number of viewers also affect purchase intentions, which is worth our attention. The trustworthiness and perceived reliability of governmental bodies play a significant role in influencing consumer behavior in live streaming platforms. When consumers perceive high government credibility, they may feel more secure and confident in their purchasing decisions, given the potential regulatory oversight and consumer protection mechanisms in place (He et al., 2022). The timing of a live stream broadcast can

significantly impact consumer engagement and subsequent purchase intentions. Optimal broadcast times that align with consumer availability and preferences can lead to higher viewership, engagement, and conversion rates (Chandruangphen et al., 2022). The number of concurrent viewers during a live stream can serve as a social proof mechanism. A higher number of viewers can indicate the popularity and credibility of the stream, potentially influencing other viewers' perceptions and purchase intentions. Conversely, a low viewer count might deter potential buyers, questioning the stream's relevance or quality (Chandruangphen et al., 2022).

In conclusion, the complex realm of live streaming commerce encompasses several interrelated dimensions that significantly influence consumer purchase intentions. Central to this are the Streamer/Influencer Characteristics, which encompass the credibility, expertise, and persona of the streamer, thereby shaping viewer trust and engagement. Equally important are the Platform and Technical Features, which highlight the technological infrastructure and functionalities that enhance the shopping experience. Exploring consumer motivations, the Consumer Psychology and Behavior dimension examines the intrinsic factors that drive purchasing decisions, while the Content and Presentation aspect underscores the importance of product showcase, where elements such as backdrop, music, and overall ambiance play crucial roles. Social and Cultural Factors highlight the societal norms and values that influence consumer choices, while External Factors and Context address broader environmental and situational elements affecting buying behavior. Finally, the Product and Service Aspects focus on the intrinsic attributes of products and associated services, emphasizing their impact on consumer preferences. Together, these multifaceted dimensions provide a comprehensive understanding of the dynamics shaping live streaming commerce.

5. Future research

Future research in live streaming commerce can be enhanced by employing diverse methodological approaches that explore multiple dimensions, including platforms, products, and consumer behavior. **Table 6** presents a comprehensive overview of the primary research gaps across seven key areas, serving as a valuable reference for future scholars.

Table 6. Future research can be carried out from the following aspects.

Research perspective	Future research
methods	eye-tracking
	natural language processing and machine vision approaches
	experimental methods
	neurophysiology
	participatory observation and in-depth interviews
	content analysis
	actual data, real purchase data, transactional data
	adopt a longitudinal approach
	psychological experiments, internet ethnography

	natural language processing technique, econometrics, and natural models
platform	<p>platform bonuses</p> <p>differences between live stream shopping platforms</p> <p>the impact of live streaming on other social media</p> <p>differences among different user groups and media platforms</p> <p>platform's unique characteristics</p> <p>different platforms (e.g., e-commerce sites vs. social media sites)</p> <p>extend the data collection scope to more LVS platforms</p> <p>ease use of platform and platform usefulness</p> <p>other popular live streaming shopping platforms such as Lazada and Shopee</p>
product	<p>product types</p> <p>different product-related factors</p> <p>different product categories</p> <p>more kinds of products (such as terroir products or tourism products)</p> <p>live stream influencer marketing across various products in all their specificity</p> <p>product-related (or user-related) attributes</p> <p>specific industries</p> <p>individual- and product-related traits as moderators</p>
customers	<p>comparison of consumers' purchase behaviors and psychological mechanisms on the two different platforms</p> <p>customer engagement behaviors</p> <p>individuals' emotions or stress</p> <p>risk avoidance tendency</p> <p>segmenting consumer types</p> <p>personality traits of customers</p> <p>educational background, income, and geographical distribution, genders</p> <p>individual factors</p> <p>mediating effects of negative emotion</p> <p>motivation</p> <p>interrelationships between the motivation and the attitude</p> <p>service quality, relationship quality, social security, and co-created values</p> <p>consumers' interaction perception and perceived value</p>
streamer	<p>the eloquence of the broadcaster, their sense of humor</p> <p>segmented in terms of streamer type</p> <p>the persona of other types of live streamers</p> <p>the influence of KOL characteristic combination</p> <p>streamer's affective characteristics</p> <p>personality traits of sellers</p>
Different background	other contexts, between different cultures, other countries. different countries or regions
Other potential variables	<p>immediacy and entertainment</p> <p>electronic word of mouth</p>

the trustworthiness of information seeking
repeat purchase intentions
online satisfaction
word-of-mouth
flow
virtual consumer experience
perceived uncertainty
continuous purchase intentions
impulse buying
perceived risk
online impulse buying
telepresence
social presence
personality
need
knowledge-based trust
gender
shopping frequency
shopping motivations
trust
customer engagement
psychological distance
perceived uncertainty
trustworthiness
parasocial interaction
compulsive purchasing
visual complexity
design aesthetics
Emotional
communicational
psychological factors
streamer-viewer interactions
viewer-viewer interactions
brand effect

5.1. Methodological considerations in live streaming commerce

As the field of live streaming commerce continues to advance, researchers have advocated for various methodological innovations to address emerging inquiries. Liu and Yu (2022) and Tong et al. (2022) have identified the potential of eye-tracking methodologies for future investigations, suggesting these techniques may yield deeper insights into viewer engagement patterns. Similarly, He et al. (2022) have emphasized the advantages of incorporating natural language processing and machine vision technologies, particularly when examining constructs within live streaming contexts.

Numerous scholars, including Gao et al. (2023), Guo et al. (2022), Liu and Yu (2022), Sun et al. (2019), Xu et al. (2021), and Zheng et al. (2023), have stressed the importance of adopting experimental methodologies in future studies due to their capacity to elucidate causal relationships. In an innovative proposal, Wang et al. (2022) have called for the application of neurophysiological research methods in forthcoming investigations, positing that such approaches could enhance the accuracy of variable measurements.

On the qualitative front, Yu et al. (2022) have highlighted the benefits of participatory observation and in-depth interviews for future research endeavors. Likewise, Zheng et al. (2022) have suggested that content analysis may serve as a critical tool for thematic explorations within live streaming content. Acknowledging the significance of real-world data, scholars such as Liao et al. (2023), Ma et al. (2022), Wang et al. (2023), and Zhang et al. (2023) have recommended prioritizing the use of actual transactional data in upcoming studies to better capture authentic consumer behaviors. Furthermore, Quan et al. (2020) have pointed out the potential of longitudinal studies to track evolving consumer behaviors over time. Additionally, Ma et al. (2023) have highlighted the prospective advantages of psychological experiments and internet ethnography, while Chen et al. (2022) and He et al. (2022) have underscored the necessity for future research to employ rigorous empirical techniques.

5.2. Platform considerations in live streaming commerce

Future research in live streaming commerce should take into account the multifaceted influence of platform-specific attributes. Li et al. (2022) underscored the necessity of exploring the impact of platform bonuses on live broadcast data. Emphasizing the diversity among live streaming shopping platforms, Ma et al. (2022) called for a thorough examination of variations, particularly regarding streaming quality, to better understand their implications for consumer purchasing behavior.

In the broader landscape of social commerce, Chen et al. (2022) proposed that live streaming could be integrated with other prominent social media video platforms, such as YouTube and Instagram, and urged future studies to investigate this synergy. To gain a nuanced understanding of user preferences, Hu and Hsu (2023) recommended surveying customers across a range of live stream shopping platforms to identify differences among user demographics and media types. Supporting this notion, Sun et al. (2019) emphasized the importance of platform-specific characteristics and their influence on customers' purchase intentions.

Furthermore, Joo and Yang (2023) suggested that researchers explore the distinct roles of various platforms, differentiating between social networking sites and e-commerce websites, in attracting consumers to live stream commerce. Expanding the data collection scope, Zhang et al. (2020) advocated for including a wider array of live streaming platforms in future studies. Acknowledging the multifunctional nature of tourism e-commerce live streaming, Liu et al. (2022) posited that future research could benefit from integrating factors such as platform usability and perceived usefulness, thereby providing a comprehensive understanding of consumer psychology and behavior. Lastly, given the global reach of live streaming shopping platforms, Chandruangphen et al. (2022) noted that platforms like Lazada and Shopee serve distinct customer demographics, suggesting that geographically diverse studies may yield varied insights.

5.3. Products considerations in live streaming commerce

The intricate relationship between product types and their influence on live

streaming commerce has attracted significant scholarly attention. Liao et al. (2023) posited that future research should investigate the moderating effects of product types, particularly concerning communication styles and purchase intentions within the live streaming commerce framework. Supporting this viewpoint, Sun et al. (2019) highlighted the necessity of examining the multifaceted impact of product-related attributes on consumer purchasing behavior.

Delving into the nuances of product categories, Chandruangphen et al. (2022) emphasized that certain live streaming features may differentially affect consumer trust and behaviors, particularly in categories that prioritize functionality over aesthetics, such as home organizers and fitness accessories. Acknowledging the broad spectrum of product categories, Zhang (2023) advocated for the inclusion of diverse categories, including terroir products and tourism items, to validate the generalizability of research findings.

Zhang et al. (2023) underscored the importance of examining live stream influencer marketing across a range of products, considering the unique attributes inherent to each category. Building on this foundation, Zhang et al. (2022) suggested that future studies should explore the moderating effects of both product and user-related variables to enhance the understanding of live stream shopping dynamics.

In a systematic approach, Guo et al. (2021) recommended integrating factors such as product categories and streamer types to unravel the complex mechanisms underlying live streaming and consumer behavior. Additionally, Sawmong (2022) proposed that the influence of aesthetic appeal, particularly in industries such as fashion and automotive, warrants exploration to understand its impact on consumer purchase intentions. To further this discourse, Song et al. (2022) called for comparative research across various product categories, while Zhang et al. (2021) posited that individual and product characteristics, including self-construal and product type, could serve as potential moderating variables in future studies.

5.4. From a consumer perspective

The evolving landscape of live streaming commerce necessitates a more profound understanding of consumer behaviors and the underlying psychological mechanisms. Shang et al. (2023) and Yu and Zheng (2022) have highlighted the importance of contrasting consumer purchasing behaviors across various platforms. Building on this foundation, Zheng et al. (2022) advocate for a focused exploration of customer engagement strategies tailored specifically for live streaming on social media platforms.

Recognizing the emotional dimensions of consumer behavior, Li et al. (2022) assert that emotions and stress levels can significantly influence consumer actions. This perspective is further reinforced by Wang et al. (2023), who suggest that intrinsic consumer characteristics, such as risk aversion, play a critical role in shaping purchasing decisions. To capture the heterogeneity within the consumer base, Song et al. (2022) recommends segmenting consumers, thereby enabling a nuanced understanding of diverse purchasing patterns.

Delving into consumer psychology, Zhong et al. (2022) emphasize the necessity of investigating the influence of personality traits on purchase intentions. In a

broader demographic context, both Apasrawirote and Yawised (2022) and Ma et al. (2023) highlight the potential moderating effects of factors such as gender, geographic location, and educational background on purchasing behaviors. Chen and Zhang (2023) further suggest that individual determinants, including personality traits and shopping history, warrant comprehensive exploration in subsequent studies.

Addressing the emotional spectrum, Tong and Zhou (2022) call for research focused on the mediating role of negative emotions in shaping consumer behaviors. To understand the motivational aspects, Lin and Park (2020) propose examining the intricate relationship between motivations for using live streaming and attitudes towards content. Finally, Lee and Yang (2023) and Ma et al. (2023) underscore the significance of group dynamics and perceptions of value in influencing consumer behaviors within the live streaming commerce framework. Collectively, these research directions pave the way for a holistic understanding of consumers in the live streaming commerce ecosystem.

5.5. From a streamer perspective

The role of streamers in influencing consumer decisions within the realm of live streaming commerce is attracting increasing scholarly attention. Li et al. (2022) argue that a broadcaster's rhetorical skills and humor can significantly impact listeners' purchasing decisions. Echoing this sentiment, Liu and Yu (2022) advocate for a segmented approach in future research, emphasizing the need to categorize studies based on distinct streaming categories.

Delving deeper into the personas of streamers, Lei et al. (2023) suggest that the influence of various streamer archetypes on consumer purchasing behaviors warrants further exploration. In a study focusing on corporate and celebrity live streamers, He and Jin (2022) highlight the potential impact of Key Opinion Leader (KOL) attributes on consumer decision-making processes. Building on the emotional dimensions of streaming, Guo et al. (2022) underscore the necessity of investigating the influence of streamers' emotional qualities, such as enthusiasm and the ability to evoke emotional resonance, on consumers' impulsive purchasing tendencies.

Lastly, Zhong et al. (2022) emphasize the importance of streamers' personality traits, suggesting that these intrinsic characteristics can play a pivotal role in shaping consumer decisions. Collectively, these research directions underscore the multifaceted role of streamers in the live streaming commerce landscape and highlight potential avenues for future scholarly investigations.

5.6. Considering diverse backgrounds

A growing consensus among scholars highlights the importance of diversifying the contexts and backgrounds in which live streaming commerce research is conducted. Notably, researchers such as Gao et al. (2023); Ho et al. (2022); Hua et al. (2023); Ma et al. (2023); Quan et al. (2020); Sawmong (2022); and Zhang et al. (2023) advocate for broadening the scope of studies to encompass varied cultural, national, and situational contexts. This approach is expected to provide a more comprehensive understanding of the dynamics of live streaming commerce,

accounting for the nuances and complexities inherent to different backgrounds and settings. Such a direction underscores the necessity for a more inclusive and global perspective in future research endeavors within this field.

5.7. Exploring additional variables

The evolving landscape of live streaming commerce has prompted scholars to identify numerous potential variables that warrant further exploration. Zheng et al. (2023) emphasize the significance of examining dimensions such as the immediacy and entertainment value inherent to live streaming. Similarly, Alam et al. (2022) advocate for a deeper investigation into attributes like online satisfaction, repeat purchase intentions, information reliability, and information-seeking behaviors. The influence of word-of-mouth on consumer decisions is another avenue highlighted by Xu et al. (2021).

Mediating factors, including perceived uncertainty, fluidity, and the virtual customer experience, have been identified by Gao et al. (2023) as critical areas for future inquiry. The domains of continuous purchase intentions and impulse buying have been emphasized by both Chen et al. (2022) and Ma et al. (2022). Hsu and Hu (2023) suggest a comprehensive examination of elements ranging from perceived risk, online impulse purchasing, and telepresence to nuanced factors such as personality-driven and knowledge-based trust.

Xie et al. (2022) propose that future studies should incorporate variables like consumer gender, purchase frequency, and underlying buying motivations. Antecedent characteristics, including trust, client engagement, psychological distance, and perceived uncertainty, have been identified as crucial areas for exploration. To enhance the conceptual framework of live streaming commerce, Chen et al. (2022) recommends assessing variables such as trustworthiness and parasocial interactions.

Hua et al. (2023) emphasize the need to explore the realm of compulsive shopping, while Tong et al. (2022) suggest that future research could benefit from a nuanced understanding of visual complexity, encompassing aspects like feature complexity, design aesthetics, and visual order. The intricate dynamics of social interactions within live streaming, particularly the distinction between streamer-viewer and viewer-viewer interactions, have been highlighted by Ma (2021) as pivotal areas for future research. Lastly, the potential influence of brand effects on consumers' purchasing intentions is an avenue that Shang et al. (2023) believe warrants further exploration. Collectively, these suggestions illuminate the multifaceted nature of live streaming commerce and underscore the myriad variables that future research endeavors could explore to enrich the field.

6. Conclusions

In this systematic review of 84 scholarly articles, we thoroughly investigated the domain of purchasing intentions within live streaming commerce, a field that has experienced rapid expansion since its inception in 2016. The increasing volume of research, particularly after 2019, underscores the academic community's responsiveness to emerging digital commerce trends. Our review spans 41 diverse

academic journals, highlighting the interdisciplinary nature of this research area. Notably, 88% of the studies reviewed draw on established theoretical frameworks, with key theories such as the Stimulus-Organism-Response (SOR) model and Affordance Theory being prominent.

This review addresses a pressing need to consolidate fragmented research and provide a structured synthesis of the factors influencing purchase intentions in live streaming commerce. By offering an integrative perspective on determinants ranging from streamer attributes, technological features, and consumer psychology to product strategies and sociocultural influences, we aim to fill gaps in the literature and offer a comprehensive overview of this rapidly evolving field. Methodologically, while quantitative approaches dominate—particularly surveys—our review also highlights the growing importance of qualitative and mixed-method research, enriching the field’s methodological diversity.

In conclusion, this review provides a comprehensive synthesis of live streaming commerce research, identifying key factors influencing purchase intentions and offering a roadmap for future studies. By addressing existing research gaps and highlighting the interplay of theoretical and practical insights, this study contributes to the evolving understanding of live streaming’s impact on consumer behavior.

7. Implications

The findings of this systematic literature review and bibliometric analysis have significant implications for both academia and practice in the field of live streaming commerce.

7.1. Theoretical implications

This review is a foundational step toward synthesizing the existing body of literature on live streaming and purchase intention. By integrating diverse scholarly efforts, we offer a cohesive thematic framework that not only identifies key research trends but also exposes significant gaps. This synthesis contributes to the theoretical development of the field by laying the groundwork for future research that builds on established theories while encouraging exploration of new conceptual models. Our review also serves as a catalyst for advancing both theoretical and methodological approaches, advocating for more diverse research designs that can better capture the complexity of live streaming commerce.

7.2. Practical implications

For practitioners, this study offers actionable insights into how live streaming can be effectively utilized to drive consumer purchase intentions. The identification of key factors, such as streamer competence, platform quality, real-time interactivity, and personalized content, provides clear guidelines for businesses aiming to leverage live streaming as a marketing tool. Brands can benefit from focusing on building streamer credibility, creating engaging content, and using advanced technologies like AI-driven recommendations to enhance the consumer experience. Moreover, understanding the role of consumer psychology—such as trust, emotional attachment, and perceived value—enables companies to tailor their strategies to

foster stronger relationships with their audience, ultimately increasing conversion rates and sales. This is particularly relevant for e-commerce platforms and brands looking to differentiate themselves in an increasingly competitive digital marketplace.

8. Limitations and future research directions

Despite the breadth of this review, certain limitations must be acknowledged. First, the study covers literature only up to August 2023, which may exclude more recent developments in live streaming commerce. Additionally, the review focuses primarily on English-language publications, potentially overlooking valuable insights from non-English sources. Future research should consider longitudinal studies to explore the evolving dynamics of live streaming commerce over time. Additionally, expanding the scope to include non-English studies may provide a more comprehensive understanding of global trends in this domain. Further investigations into emerging trends, such as the role of artificial intelligence in live streaming and its impact on consumer behavior, could also offer new insights and directions for both academia and practice.

Supplementary materials: The supplementary materials provide a detailed introduction of 6 major themes and 20 sub-themes in the study of live streaming and purchase intention, as well as a wide range of mediating and moderating variables involved, providing a comprehensive insight for researchers to understand this research field.

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