

INFLUENCE MECHANISM OF LIVE STREAMING SHOPPING ON CONSUMERS' PURCHASING BEHAVIOR CHONGQING CITY, CHINA

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ABSTRACT

The objective of this research were 1) to study the current situation of live streaming Shopping on consumers' purchasing behavior Chongqing city, China; 2) to study the factors that of Live Streaming Shopping on Consumers' Purchasing behavior Chongqing city, China. The study was quantitative research. The population of this study was 31.02 million people in Chongqing city, China. The sample size was 400 of people in Chongqing city, China determined by Taro Yamane formula. The research instrument was a 5 rating scale questionnaire. Statistics used for data analysis were percentage, frequency, mean, and standard deviation. The research results revealed that 1) the current situation of live streaming Shopping on consumers' purchasing behavior Chongqing city, China 86.27% of have experienced to shopping through live streaming of Internet celebrities, mainly lower grade students who pay more attention to clothes and food, 2) The influential factors that influence to shop through influencer live streaming include the influence of the anchor, professionalism, interactivity in the live room, the degree of discount, and the value of the product itself.

Keywords: Influence Mechanism, Live Streaming Shopping, Consumers' Purchasing Behavior

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INTRODUCTION

The introduction discusses the evolution of e-commerce, focusing on the rise of live streaming as a marketing tool in the context of the Chinese market. Traditional online shopping has allowed consumers to purchase goods without leaving their homes, but the concept of Electricity Live introduces a more interactive experience. This method offers users a direct way to engage with hosts, who present and demonstrate products, giving consumers a better understanding of the items and influencing their purchasing decisions.

The shift toward live streaming marketing gained significant momentum during the COVID-19 pandemic, where physical interaction was limited. Live streaming platforms allowed influencers and anchors to engage directly with consumers, helping them visualize products and comprehend their benefits through real-time interaction. This marketing method has grown rapidly and has been widely adopted by major platforms such as Taobao.

Live streaming has emerged as a novel and profitable marketing approach, distinct from traditional methods, as it combines elements of entertainment and direct sales. The hosts' interactive presentations make products more accessible, influencing consumer behavior by reducing uncertainties associated with online shopping. The approach streamlines the purchasing process, revolutionizes e-commerce marketing, and integrates product and service consumption with real-time information dissemination.

The introduction highlights the rapid growth of Internet penetration in China, making live streaming an integral part of the country's digital economy. As of 2021, the number of Internet users in China surpassed 1 billion, which has been a key driver in the expansion of live-streaming e-commerce. This method allows for an enhanced understanding of consumer preferences, including their demographic characteristics, payment habits, and purchasing motivations.

The text offers a comprehensive overview of how live streaming has transformed the e-commerce landscape, particularly in China's digital economy. The introduction of live streaming represents a critical shift from passive online shopping to interactive consumer engagement. By enabling real-time communication between the consumer and the product presenter, this approach addresses a common limitation of online shopping—the lack of physical interaction with the product.

Consumer Engagement and Decision-Making: Live streaming enhances the decision-making process by providing an intuitive and immersive way to experience products virtually. This is a significant departure from traditional e-commerce, where consumers rely on static images or written descriptions. The interactive nature of live streaming builds trust between the consumer and the seller, as the host can directly address questions or concerns. This is particularly beneficial for products that require demonstration (e.g., fashion, beauty products).

COVID-19 and Market Shift: The text highlights the role of the COVID-19 pandemic in accelerating the adoption of live-streaming e-commerce. During the pandemic, many consumers were confined to their homes, and live streaming filled the void of in-person shopping by replicating a more social and interactive purchasing environment. This highlights the adaptability of businesses to external challenges by embracing digital transformation to stay connected with consumers.

Profitability and Growth Potential: Since 2016, platforms like Taobao have recognized the profitability of live streaming and developed a seamless integration of live streaming with their online shopping pages. This has created a new channel for brand exposure and sales growth, especially for brands looking to tap into younger, more tech-savvy consumers. The live streaming model offers scalability, allowing businesses to reach a wide audience quickly.

Demographic and Behavioral Insights: The introduction touches on the increasing focus on analyzing consumer behavior through live streaming. Platforms can gather data based on demographics (age, gender, income level) and payment preferences, allowing businesses to

fine-tune their marketing strategies. Understanding these factors helps brands tailor their product offerings, promotional activities, and even live stream content to maximize consumer engagement and sales.

Disruption of Traditional Marketing: Live streaming is presented as a disruptive force in the traditional marketing landscape. By combining entertainment, interaction, and commerce, it transforms how consumers experience brands and make purchase decisions. The focus on real-time feedback and visual representation of products positions live streaming as a powerful tool for companies to build relationships and foster loyalty among customers.

Deeper Implications for Research:

Technological Adaptation and Future Growth: The growing internet penetration rate in China suggests a significant potential for the expansion of live streaming into more regions and industries. Further research could investigate how emerging technologies like 5G or AI will further enhance the capabilities of live streaming e-commerce.

Consumer Psychology and Engagement: The live-streaming format taps into consumer psychology, leveraging the fear of missing out (FOMO) and a sense of urgency that can drive impulse buying. Examining how live streaming affects impulse purchasing behavior or brand loyalty over time would provide deeper insights into the method's long-term effectiveness.

Cross-Cultural Comparisons: While live streaming has become popular in China, it would be interesting to explore how it is adopted in other markets and whether cultural differences affect its effectiveness in influencing consumer behavior.

The introduction provides a solid foundation for understanding the rise of live-streaming e-commerce and its profound impact on consumer purchasing behavior, especially in China. The interactive nature, combined with product demonstrations and direct communication, offers consumers a unique and engaging shopping experience. This marketing method not only boosts consumer confidence but also provides businesses with valuable insights into their audience. Going forward, live streaming will likely continue to be a cornerstone of e-commerce, with the potential to revolutionize how we shop, engage with brands, and make purchase decisions globally.

LITERATURE REVIEWS

The conventional purchasing method and the shopping methods offered by e-commerce platforms are more widely acknowledged. Individuals can get their preferred merchandise at a suitable cost without leaving their residences physically. Furthermore, Electricity Live is an additional innovative approach. In contrast, Electricity Live offers a further direct and interactive experience for users to get product information and engage with the host. The host's product presentation encourages customers to purchase, providing a more intuitive grasp of the product and aiding in their decision-making process. The rate of progress in the growth of e-commerce In the year of the COVID-19 outbreak, when most individuals are confined to their homes, live broadcasting has surpassed the general public's expectations. Several anchors across various social platforms have started sharing excellent content through daily live streaming, resulting in the integration of live broadcasting into our daily lives. Today, digital technology has permeated numerous industries, leading to increased mobile internet use. Live streaming integration with product sales has emerged as a novel marketing approach, distinct from traditional offline marketing. Through interactive activities, hosts and audiences can enhance audience comprehension of product benefits, thereby cultivating potential consumers. Live selling of goods facilitates consumer engagement and fosters stronger connections between consumers, hosts, and the live streaming platform (Long Shuai, 2017). Since 2016, e-commerce platforms have increasingly recognized the profitability of live broadcasting. They have implemented a new "live broadcasting + e-commerce approach," incorporating simple operation links to connect live broadcasting pages with shopping pages. This strategy leverages

the benefits of live broadcasting to support the growth of e-commerce and the digital economy. During the e-commerce live broadcast, anchors present company introductions and product displays to consumers through product trials. Online shopping habits have led Taobao enterprises to shift towards live streaming with goods, allowing for the transmission of various information such as brand details, commodity characteristics, purpose, and price. This shift indicates a promising future for the development of live broadcasting. As of June 2021, the total number of Internet users in China has reached 1.011 billion, representing a growth of around 21.75 million. Moreover, the Internet penetration rate has experienced a considerable increase, reaching 71.6% (Statistical Report on Internet Development in China, 2019). Live streaming has emerged as a novel method of customer purchasing. The purchasing procedure is streamlined, and the product features are user-friendly. It revolutionized Taobao's marketing theory and integrated information and product or service consumption. The conventional scholarly examination of live broadcast material, operational procedures, and the shopping festival carnival encounter is also highly adequate. As a result, live streaming consumption and repeated purchases have become a prevalent method of shopping on various Taobao platforms domestically and internationally. It has also emerged as the primary approach for implementing Taobao live streaming marketing. Furthermore, some studies examine the purchase behavior of live-streaming consumers, specifically about their experience. Using online questionnaires and other forms, consumers' payment factors on streaming services are promptly comprehended and investigated based on age, gender, income level, and payment reasons. This is done to modify the sub payment mode of live-streaming consumers. Live streaming revolutionizes purchasing by graphically showcasing products and disrupting Taobao's traditional marketing approach. It seamlessly connects information consumption with product or service consumption. Live-streaming purchasing has emerged as a novel approach to internet shopping globally. Sales on live-streaming platforms are seeing a consistent upward trend, and their market share in China is expanding fast (Wongkitrungrueng & Assarut, 2020). In 2021, the live-streaming e-commerce industry in China grew to roughly 1237.9 billion yuan (equivalent to around 175.71 billion U.S. dollars), up from 120 billion yuan (equivalent to around 17.03 billion U.S. dollars) in 2018 (Ma, 2021). Therefore, this study was carried out inside the framework of China. According to the China Internet Network Information Center (2022), the number of live-streaming users in China reached 703 million by the end of 2021. Of the total internet users, 464 million people engaged in live-streaming e-commerce, making up 44.9 percent of the user base. Due to the growing number of live-streaming users, live-streaming platforms have become a popular sales channel and marketing tactic in the e-commerce bus, professional ability here mainly refers to the professional ability of anchors, including the understanding degree of products, psychological quality, mastering words, strain ability, learning ability, and creating human design. Mitchell et al. Point out that the professional strong will analyze and master more, and have their own unique insights when choosing products. In the purchase process, in order to minimize the purchase risk, consumers will carefully refer to the data information obtained by experts. This paper mainly studies the influence of live broadcasting on user behavior, while the professionalism of anchors themselves should generally be learned from the product field. Alba et al. From the research from the consumer level, it puts forward that the product knowledge of consumers themselves includes the following aspects. First, it is the experience accumulated by consumer groups in purchasing products in the past; the second is the knowledge or nature of the product structure. In general, the influence of anchors has a great influence on product recommendation. Chan et al. After a series of studies, the proportional relationship between the influence of opinion leaders and the degree of familiarity with the products is proposed. Bristor It forward whether the information source must be perceived by the trusted person, that is, this kind of professionalism mainly realizes the goal through subjective perception. The higher the degree

of professionalism, the more strong the degree of credibility, and improve the attractiveness of consumers. Gilly Focusing on information communicators, the higher the degree of professionalism, the more the consumer group can be eliminated, and the quality of the product is more trusted, so that their final interests can be effectively protected. Bansal et al. The higher the professional competence of word of mouth communicators, the easier it is to adopt their opinions. In short, the more professional the anchor is, the more comprehensive and truly they can introduce the product, and the stronger the usefulness perception that users can have. Users tend to rely on opinion leaders when searching for their own information over the Internet. Through the live broadcasting platform, anchors have more experience and more professional level, so that they can make better provide answers for everyone and answer various consulting questions raised by consumers. For example, some interviewees once said that in the process of watching live broadcasting, if the anchors have professional knowledge and ability, they are willing to continue to listen. If they encounter questions, they will take the initiative to communicate with the anchors. If the anchors can understand, they will feel comfortable. From the perspective of individuals, because they can get the information they want to better watch the live broadcast, at this time, if the anchors rely on their professional knowledge to promote and publicize, they will have a greater influence, and users will be fully engaged and have a positive experience. Marketing stimulation specifically refers to that in the process of live broadcast, merchants decorate the atmosphere of the broadcast room, through promotion, interaction, publicity and other ways to stimulate consumers' shopping willingness. Consumers are able to sell a series of discounts, such as giving out red envelopes, gifts and discounts. In addition, you can also enjoy the appropriate environment arranged in the broadcast room, and enhance the interaction between the anchors, bringing a feast to the senses. Marketing stimulus is also elaborated for the strength of price concessions. In the cognition of consumers, the price of live broadcast payment is lower than that of physical stores, and the purchasing behavior of consumers is stronger. Deng Junchao (2013) influenced consumers 'impulsive purchase intention to external stimulus factors. After empirical analysis, he concluded that these factors include price discount, transaction record, etc., and the first influence on consumers' impulsive purchase intention is price discount 29. Wang Qiushi (2014) and others put forward that consumers in the case of consumer demand, they will be affected by preferential activities such as red envelope distribution, lottery, gifts, coupons and the number of buyers, and then produce irrational consumption mood, so that consumers have purchase behavior. Zhang Yulu (2012) believes that marketing stimulus activities can have an important impact on consumers, and positive significance has a very important role and an important impact on their perceived value. The live broadcast interaction in this study specifically refers to the interaction between the anchors and the audience in the live broadcast. It means that the user can directly receive the words of the anchor, and the anchor can understand the needs of the audience and give feedback. Ghose et al. (2014) Interaction is defined as the relevant ability of individuals to have direct contact with others, and to effectively respond to and accept the needs of each other during communication. This comprehensive and detailed way of obtaining information, helps consumers to make more rational purchase decisions, thus promoting consumption. Thirdly, live broadcast interaction can enhance the trust of consumers. In the process of live broadcast, anchors can establish a trust relationship with consumers by sharing their personal experience and providing real evaluation. This increase of trust can eliminate consumers' purchasing concerns, thus promoting consumption. Finally, live streaming interaction can also create greater consumer demand. Through preferential activities in the broadcast room, flash buying and other ways, it can stimulate consumers' desire to buy and create greater consumer demand. This increase of consumer demand will undoubtedly promote the growth of consumption. In general, live streaming interaction effectively promotes the generation and development of consumer consumption behavior by enhancing consumers' participation and experience,

helping consumers understand commodity information more comprehensively, enhancing consumers' trust, and creating greater consumer demand.

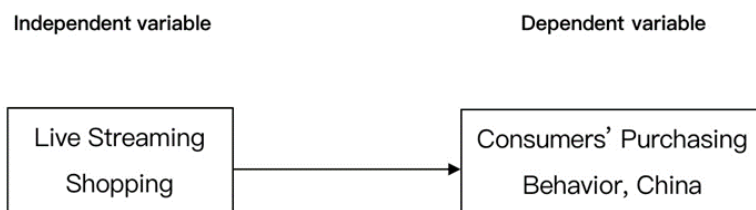


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

Population and sample Group

The purpose of this section is to find out the relationship between the professional ability of live streaming, marketing stimulation, and live streaming interaction and perceived usefulness, so the respondents of this study target viewers on Chinese live streaming platforms. The sample size was determined using Taro Yamane tables using purposive and simple random sampling. The sample size is 400 samples. The sample size was 400 based on Yamane's (1973) formula with a confidence level of 95% and the margin of error of ± 5 for the purpose of this study. The purpose of this section is to examine the correlation between the proficiency of live streaming, marketing stimulation, and live streaming interaction and the perceived utility. The participants of this study are viewers of Chinese live-streaming platforms.

Research Instruments

This study, the researchers developed the questionnaire to be two parts. Part one is general information and demographic data. Part two is Measuring Variables, which researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree. The research will use 5-point Likert scale.

The data obtained from the questionnaire were analyzed by using a ready-made computer program divided into four parts as follows:

Part 1 Use data on respondent status using frequency distribution and percentage.

Part 2 Use the sample table and the characteristic table to analyze the relevant data.

Part3 tests the regression weight of the above independent variables to the data of Chinese live consumer perception ability. The model also examined the role of the direct effect of trust scores on purchasing behavior.

Data Analysis and Statistics

- 1) Frequency distribution
- 2) Percentage Value
- 3) Average value
- 4) Standard error

RESEARCH RESULTS

In the data analysis, the researcher has presented the results according to the purpose of the research by dividing the presentation as follows:

Table 1 Important factors of live broadcast consumption and purchase behavior.

	variable	Average value	Standard Deviation	Median	Kurtosis	Skewness
Profession al Ability	A1	3.83	1.213	1.472	0.104	-0.026
	A2	3.85	1.241	1.54	0.104	-0.045
	A3	3.85	1.216	1.479	0.104	-0.112
	A4	3.79	1.213	1.472	0.104	-0.118
	B1	3.85	1.196	1.431	0.104	0.097
	B2	3.86	1.208	1.46	0.104	-0.07
Marketing Stimulus	B2	3.87	1.237	1.53	0.104	-0.019
	B3	3.84	1.197	1.432	0.104	-0.169
	B4	3.8	1.219	1.486	0.104	-0.203
	B1	3.82	1.233	1.521	0.104	-0.08
Live Interaction	C2	3.86	1.178	1.387	0.104	-0.057
	C3	3.79	1.226	1.503	0.104	-0.264
	C4	3.84	1.196	1.43	0.104	0.034
	C1	3.87	1.221	1.491	0.104	-0.015
	C2	3.83	1.253	1.57	0.104	-0.193
Perceived Usefulness	D3	3.85	1.204	1.45	0.104	0.007
	D4	3.79	1.214	1.474	0.104	-0.152
	D5	3.81	1.201	1.444	0.104	-0.016
	E1	3.85	1.19	1.416	0.104	0.123
Trust	E2	3.77	1.238	1.533	0.104	-0.108
	E3	3.81	1.254	1.574	0.104	-0.12
	E1	3.87	1.193	1.424	0.104	0.101
Purchase Behavior	F2	3.78	1.237	1.53	0.104	-0.148
	F3	3.9	1.21	1.463	0.104	0.215
	F4	3.85	1.236	1.527	0.104	-0.082

The conventional purchasing method and the shopping methods offered by e-commerce platforms are more widely acknowledged. Individuals can get their preferred merchandise at a suitable cost without leaving their residences. Furthermore, Electricity Live is an additional innovative approach. In contrast, Electricity Live offers a further direct and interactive experience for users to get product information and engage with the host. The host's product presentation encourages customers to purchase, providing a more intuitive grasp of the product and aiding in their decision-making process. The rate of progress in the growth of e-commerce. In the year of the COVID-19 outbreak, when most individuals are confined to their homes, live broadcasting has surpassed the general public's expectations. Several anchors across various social platforms have started sharing excellent content through daily live streaming, resulting in the integration of live broadcasting into our daily lives. Today, digital technology has permeated numerous industries, leading to increased mobile internet use. Live streaming integration with product sales has emerged as a novel marketing approach, distinct from traditional offline marketing. Through interactive activities, hosts and audiences can enhance audience comprehension of product benefits, thereby cultivating potential consumers. Live selling of goods facilitates consumer engagement and fosters stronger connections between consumers, hosts, and the live streaming platform (Long Shuai, 2017). Since 2016, e-commerce platforms have increasingly recognized the profitability of live broadcasting. They have implemented a new "live broadcasting + e-commerce approach," incorporating simple operation links to connect live broadcasting pages with shopping pages. This strategy leverages the benefits of live broadcasting to support the growth of e-commerce and the digital economy. During the e-commerce live broadcast, anchors present company introductions and product displays to consumers through product trials. Online shopping habits have led Taobao enterprises to shift towards live streaming with goods, allowing for the transmission of various

information such as brand details, commodity characteristics, purpose, and price. This shift indicates a promising future for the development of live broadcasting. As of June 2021, the total number of Internet users in China has reached 1.011 billion, representing a growth of around 21.75 million. Moreover, the Internet penetration rate has experienced a considerable increase, reaching 71.6% (Statistical Report on Internet Development in China, 2019). Live streaming has emerged as a novel method of customer purchasing. The purchasing procedure is streamlined, and the product features are user-friendly. It revolutionized Taobao's marketing theory and integrated information and product or service consumption. The conventional scholarly examination of live broadcast material, operational procedures, and the shopping festival carnival encounter is also highly adequate. As a result, live streaming consumption and repeated purchases have become a prevalent method of shopping on various Taobao platforms domestically and internationally. It has also emerged as the primary approach for implementing Taobao live streaming marketing. Furthermore, some studies examine the purchase behavior of live-streaming consumers, specifically about their experience. Using online questionnaires and other forms, consumers' payment factors on streaming services are promptly comprehended and investigated based on age, gender, income level, and payment reasons. This is done to modify the sub payment mode of live-streaming consumers. Live streaming revolutionizes purchasing by graphically showcasing products and disrupting Taobao's traditional marketing approach. It seamlessly connects information consumption with product or service consumption. In this study, the author selected the maximum likelihood estimation approach to enhance the examination of the relationship between the measured variables. The underlying principle of this approach is that the measured variables exhibit features of a normal distribution, which are primarily assessed by considering the magnitude of their peak and deviation values. If the discrepancy between the kurtosis and the skewness is zero, it suggests that the measured variables follow a normal distribution. However, in practice, it is rare for sample data to conform to a normal distribution due to inherent inconsistencies perfectly. Thus, if the absolute values of kurtosis and skewness are less than 3, it may be deemed to conform to the normal distribution. The investigation found that the highest absolute kurtosis value is 1.104, and the highest absolute skewness value is -0.203. This suggests that the obtained data meets the fundamental criteria and may be further explored in detail.

DISCUSSION & CONCLUSION

Conventional vs. Live Streaming E-commerce:

The study emphasizes that while conventional e-commerce offers consumers the convenience of purchasing items from home, Electricity Live (live streaming) adds an additional layer of direct, interactive engagement. Live stream hosts not only present products in real time but also enhance consumers' understanding and trust through live demonstrations, making it easier for customers to make purchasing decisions.

Impact of COVID-19:

The growth of live streaming was accelerated during the COVID-19 pandemic, where lockdowns confined people to their homes, causing a surge in e-commerce and digital interactions. The popularity of live streaming, facilitated by social media platforms, has led to its seamless integration into daily life, making it a dominant force in the e-commerce sector.

Live Streaming as a Marketing Approach:

Since 2016, live streaming has been recognized as a profitable marketing tool, providing a novel approach distinct from offline marketing. Interactive activities between the host and viewers foster consumer engagement, building stronger connections between the consumer, product, and platform.

Growth of Internet Users and Digital Economy:

With China's internet penetration rate reaching 71.6% and over 1 billion internet users as of June 2021, the study highlights how the digital economy has grown substantially. The shift toward live streaming by platforms like Taobao indicates a promising future for the continued development of this marketing method.

Live Streaming's Role in Consumer Purchasing:

The interactive and user-friendly nature of live streaming has streamlined the purchasing process and enhanced customer satisfaction. Consumers now receive real-time product information, which helps to reduce uncertainties. This change has revolutionized traditional marketing by integrating information consumption with product consumption.

Customer Behavior and Demographics:

The study investigates live-streaming consumer behavior, examining payment factors based on demographics (age, gender, income). Live streaming is also shown to influence consumer purchasing behavior by connecting them to products in real time, thereby encouraging both initial purchases and repeated transactions.

Limitations of the Study:

The author acknowledges several limitations:

The sample size used in the study, though substantial (575 collected, 555 valid), could still be expanded in future research.

The recency of live broadcasting's rise means that there is a lack of comprehensive literature on the subject, highlighting the need for further investigation into its long-term effects on consumer behavior.

Analysis:

Live Streaming's Disruptive Nature:

The discussion emphasizes how live streaming disrupts traditional e-commerce models. Consumers are no longer passive recipients of product information; instead, they can actively engage with hosts, ask questions, and see products in action. This real-time interactivity builds consumer trust and reduces hesitation, making the purchasing process more fluid and effective. The disruption of traditional marketing strategies by this hybrid of entertainment and commerce represents a significant evolution in consumer behavior.

Post-Pandemic E-commerce Trends:

The analysis highlights that COVID-19 was a major catalyst in the rapid adoption of live-streaming platforms. This aligns with global trends where businesses pivoted to digital channels during lockdowns, and live streaming became an essential tool for engaging with home-bound consumers. What started as a necessity during the pandemic has now cemented itself as a standard e-commerce practice.

Audience Engagement and Consumer Loyalty:

The study highlights how consumer engagement via live streaming helps foster customer loyalty. By facilitating direct interaction between customers and hosts, companies build a sense of connection that goes beyond traditional e-commerce models. This kind of personalized interaction enhances brand loyalty and fosters a stronger emotional attachment to the brand.

Future Research and Opportunities:

The study suggests opportunities for future research, especially as live streaming continues to evolve. For instance:

Consumer Trust and Impulse Buying: It would be valuable to investigate how live streaming affects consumer trust and impulse purchasing decisions.

Cross-Platform Comparison: Future research could compare live-streaming effectiveness across different platforms (e.g., Taobao vs. other global platforms like Amazon Live).

Demographic and Cultural Differences: Exploring how demographic factors (age, income, gender) shape consumer responses to live-stream marketing would provide deeper insights into how different groups perceive and engage with this technology.

Strategic Implications for Businesses:

Businesses should consider adopting or expanding their live-streaming strategies to capitalize on this growing trend. With internet penetration continuing to rise and consumers increasingly valuing real-time interaction with brands, companies that effectively use live streaming can gain a competitive edge in e-commerce.

Conclusion

The integration of live streaming into e-commerce is rapidly transforming consumer purchasing behavior, offering businesses a powerful tool to connect with consumers in more engaging and direct ways. While traditional online shopping will continue to play a role, the interactive nature of live streaming presents a unique opportunity for brands to foster stronger connections, increase customer satisfaction, and drive repeated purchases.

The study's findings suggest that live streaming is not a passing trend but rather a long-term evolution in digital commerce. It creates a space for dynamic interaction, enhances consumer trust, and revolutionizes the way brands present their products. As live-streaming continues to grow, future research will be key to understanding its full potential and refining marketing strategies to best utilize its benefits.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

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