

# THE RISE OF LIVE COMMERCE: HOW SOCIAL MEDIA LIVESTREAMING IS TRANSFORMING ONLINE BUSINESS MODELS

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## ABSTRACT

Live commerce, the integration of live streaming into e-commerce platforms, has rapidly emerged as a transformative force reshaping online business models. This study aims to systematically synthesize the current literature on live commerce, identifying key mechanisms that drive consumer engagement and examining strategic implications for digital businesses. Utilizing a systematic literature review methodology aligned with PRISMA guidelines, the research analyzed peer-reviewed studies from 2020 to 2024 focusing on live commerce across various platforms and regions. The findings reveal that live commerce fundamentally alters the consumer journey by merging real-time interaction, emotional engagement, and immediate purchasing functionalities. Critical success factors include emotional contagion through influencer engagement, heightened interactivity, the creation of urgency, and platform-specific strategies tailored to different user behaviors. Managerial implications emphasize the need for holistic integration of live commerce into digital transformation strategies, supported by agile content creation, community building, and real-time analytics. Despite the opportunities presented, the review also identifies limitations such as geographical research concentration and the need for longitudinal and ethical investigations. The study concludes that live commerce is not merely an adjunct to e-commerce but a catalyst for broader shifts toward experiential, community-driven, and highly interactive digital retail environments.

**Keywords:** Consumer Engagement, Digital Business Models, E-commerce, Live Commerce, Social Media

## 1. INTRODUCTION

Live commerce, also known as e-commerce live streaming, represents a paradigm shift in online business models, propelled by the convergence of social media and livestreaming technologies. This innovative approach to online retail has emerged as a transformative force that fundamentally alters how businesses engage with consumers in the digital marketplace. Unlike traditional e-commerce platforms that depend on static product representations, live commerce employs dynamic, real-time product showcases, enabling immediate interaction between sellers and consumers, alongside instant purchasing functionalities (Wu et al., 2021). The integration of live streaming into e-commerce platforms has revolutionized various facets of conventional social commerce, creating a more immersive and interactive shopping environment that bridges the gap between physical and digital retail experiences (Zhang et al., 2023).

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The live commerce phenomenon leverages the real-time interaction and engagement of live video to create a more immersive and persuasive online shopping experience (Li et al., 2022). This approach transforms passive viewers into active participants in the sales process by enabling direct communication with hosts, immediate product inquiries, and seamless purchasing within the streaming environment. The immediacy and interactivity inherent in live commerce foster a sense of urgency and authenticity that traditional e-commerce often lacks, thereby driving higher engagement rates and conversion opportunities. Research indicates that the emotional contagion emanating from online celebrities can significantly elevate consumer buying behavior during live sessions (Meng et al., 2021). This highlights how the human element in live commerce creates powerful emotional connections that influence purchasing decisions in ways that static product pages cannot replicate (Rolando, 2025b, 2025f; Setiawan & Rolando, 2025; Winata & Rolando, 2025).

The live commerce market has experienced exponential growth in recent years, driven by increasing internet penetration, the popularity of social media, and advancements in mobile technology (Chen & Yang, 2023). Initially resembling television shopping networks, live commerce has evolved significantly with the advent of network platforms to align more closely with contemporary consumer behavior, particularly through the utilization of mobile internet and detailed user profiles (Chen & Yang, 2023). This evolution has expanded the consumer base beyond traditional online shoppers to include younger demographics who value authenticity, engagement, and personalized experiences. The "live streaming + e-commerce" model emerged around 2016, as internet celebrities began leveraging their image, appeal, and influence to deepen consumers' impressions of products and brands, effectively transforming audience attention into consumption power (Chen et al., 2022).

Social media platforms have become fertile ground for live commerce, providing businesses with access to vast audiences and sophisticated targeting capabilities. Platforms like Facebook, Instagram, YouTube, TikTok, and Taobao Live have integrated live streaming functionalities, allowing businesses to seamlessly blend content, community, and commerce (Yang et al., 2022). In China, the ubiquity of mobile payments and the popularity of platforms like Taobao and JD.com have fueled the growth of live commerce to unprecedented levels (Zhang et al., 2023). Notably, the distinction between livestreaming e-commerce, exemplified by platforms like Taobao, and livestreaming social commerce, represented by TikTok, lies in the primary user intent; Taobao users seek specialized content and product demonstrations, whereas TikTok users are initially drawn to entertainment before encountering commercial content (Sun et al., 2023).

Despite the rapid growth and transformative potential of live commerce, there remains a significant gap in the systematic understanding of how this phenomenon is reshaping online business models and consumer behavior. While individual studies have examined specific aspects of live commerce, such as influencer strategies (Gu et al., 2024) or platform dynamics (Jing & Oh, 2023), a comprehensive synthesis of the current literature is lacking. This gap hinders practitioners' ability to develop effective strategies and researchers' capacity to build cohesive theoretical frameworks that explain the mechanisms driving live commerce success. Moreover, the fragmented nature of existing research makes it difficult to identify patterns, contradictions, and areas requiring further investigation across different cultural contexts and platform environments (Rolando, 2024b, 2025c, 2025a; Wigayha & Rolando, 2024).

The managerial implications of adopting live commerce are substantial, requiring businesses to consider both technological infrastructure and socio-technical dynamics that drive consumer engagement. Studies examining these challenges reveal that managers need to balance resource allocation between livestream production and targeted marketing initiatives to effectively capitalize on the immediacy and social engagement opportunities presented by live commerce (Løber & Svendsen, 2022). Additionally, decision-makers must recognize the necessity to integrate live streaming into broader digital strategy frameworks while adapting to evolving consumer habits

across various platforms (Jing & Oh, 2023). Without a systematic review that synthesizes these insights, businesses risk implementing ineffective or fragmented live commerce strategies that fail to leverage the full potential of this emerging sales channel.

Cross-cultural perspectives further complicate the understanding of live commerce's transformative impact. Comparative studies indicate that elements such as interpersonal interactions and cultural predispositions toward technology adoption significantly shape behavioral intentions in different markets (Ni & Ueichi, 2024). These findings suggest that while the underlying technological and managerial frameworks may be similar, regional differences in consumer expectations and engagement behaviors necessitate tailored approaches for sustainable success in global markets. A systematic review that examines these cultural variations can provide valuable insights for businesses seeking to expand their live commerce operations internationally (Rolando, 2024a, 2025e; Rolando & Chondro, 2025; Zahran & Rolando, 2025).

This systematic literature review aims to synthesize the current state of knowledge regarding live commerce and its impact on online business models. By examining the existing literature through a structured and comprehensive approach, this review seeks to identify the key factors driving the success of live commerce, the challenges businesses face in implementing live commerce strategies, and the theoretical frameworks that explain consumer behavior in live commerce environments. Specifically, this review examines how the integration of live streaming technologies into e-commerce platforms is transforming traditional online business models; identifies the key factors influencing consumer engagement and purchasing behavior in live commerce environments; analyzes the strategic implications for businesses adopting live commerce as part of their digital marketing and sales strategies; compares and contrasts live commerce practices across different cultural contexts and platform environments; and identifies gaps in the current literature to propose directions for future research.

The guiding research questions for this systematic review center on understanding how live commerce differs from traditional e-commerce in terms of consumer engagement and business operations; what technological and social factors contribute to the effectiveness of live commerce strategies; how different platform characteristics and features influence consumer behavior in live commerce environments; what theoretical frameworks best explain the mechanisms driving consumer engagement and purchasing behavior in live commerce; and how cultural differences impact the implementation and effectiveness of live commerce strategies across different markets.

The scope of this review encompasses peer-reviewed journal articles, conference proceedings, and high-quality industry reports published between 2020 and 2025 that focus specifically on live commerce, e-commerce live streaming, and the integration of social media with online retail. We include studies examining various platforms across different geographical regions to capture the global nature of the live commerce phenomenon. While we acknowledge the broader literature on e-commerce and social media marketing, this review focuses specifically on the intersection of live streaming and online retail to provide targeted insights into this emerging field.

The significance of this systematic review lies in its potential to provide a comprehensive understanding of how live commerce is transforming online business models and consumer behavior. By synthesizing the current literature, this review will offer valuable insights for businesses seeking to implement or optimize their live commerce strategies, researchers investigating the theoretical underpinnings of this phenomenon, and policymakers considering regulatory frameworks for this emerging retail channel. The review will identify best practices, common challenges, and critical success factors that can guide practitioners in developing effective live commerce initiatives. Additionally, by highlighting gaps in the current literature, this review will stimulate further research to address unanswered questions and advance our understanding of this rapidly evolving field (Rolando, 2023, 2025d; Rolando et al., 2022, 2024).

The potential contributions of this systematic review to the field of digital marketing and e-commerce involve providing a conceptual framework that integrates technological, social, and business perspectives on live commerce, offering a holistic understanding of this complex phenomenon; identifying the theoretical constructs that best explain consumer behavior in live commerce environments, potentially extending existing theories or proposing new theoretical frameworks; and offering practical recommendations for businesses seeking to leverage live commerce as a competitive advantage in the digital marketplace, based on empirical evidence rather than anecdotal success stories.

Live commerce exhibits outstanding performance in promoting the authenticity, interaction, and visibility of online shopping (Yang et al., 2022). By enabling real-time product demonstrations, immediate consumer feedback, and social interaction, live commerce creates a more engaging and persuasive shopping experience that can drive higher conversion rates and customer loyalty. The integration of payment systems within live streaming platforms streamlines the purchasing process, reducing friction and encouraging impulse buying. Furthermore, the data generated by live commerce sessions provides valuable insights into consumer preferences and behavior, enabling businesses to optimize their offerings and marketing strategies.

The technological affordances inherent in live streaming platforms facilitate the convergence of multimedia content with real-time communication, leading to a more persuasive marketing environment. Live stream marketing utilizes integrated digital tools that enable features such as immediate product demonstrations, dynamic viewer comments, and instant feedback mechanisms. These tools support the creation of a sense of urgency and authenticity, which are essential for converting viewer engagement into immediate purchases (Zhang et al., 2023; Song et al., 2024). Research indicates that the immersive quality of live video enhances customer involvement and can lead to significant increases in sales performance, primarily due to the direct and interactive nature of the communication (Song et al., 2024).

Several factors underpin the rapid adoption of live commerce, including the enhanced interactivity it offers to consumers. Live commerce enables viewers to interact directly with hosts, ask questions in real time, and receive immediate feedback, all of which generate an atmosphere of active participation and collective experience. This direct engagement not only demystifies the purchase process but also fosters a sense of community and trust among consumers (Meng et al., 2021). Enhanced interactivity is a crucial element in building social presence and emotional connection in live commerce. Research shows that when viewers are afforded vibrant opportunities to interact during live sessions, they are more likely to experience an emotional contagion effect, whereby positive host behaviors can quickly translate into increased consumer engagement and a heightened propensity to purchase (Meng et al., 2021).

The immediacy and dynamism of live streams also create a sense of urgency, which can drive impulse purchases, and hosts often offer exclusive deals and discounts during live sessions, incentivizing viewers to make immediate purchases. During live sessions, hosts can capitalize on real-time interactions by offering exclusive deals and limited-time discounts that prompt viewers to act quickly. This immediacy heightens emotional engagement and harnesses the psychological trigger of scarcity, wherein consumers perceive that the opportunity to obtain a product at a special price is fleeting (Meng et al., 2021; Song et al., 2024). Moreover, the dynamic nature of live streaming enables hosts to continuously adapt their pitch based on audience feedback. By promptly addressing questions and emphasizing the time-sensitive nature of special offers, hosts further enhance the perceived urgency. This blend of interactive immediacy and exclusive incentives encourages spontaneous decision-making, effectively converting engagement into direct sales (Song et al., 2024; Zhang et al., 2023).

Live commerce is not merely an add-on to existing e-commerce models but a transformative force reshaping the entire online business landscape. Unlike conventional e-commerce, which

primarily relies on static product information, live commerce integrates real-time interactive streaming, immersive digital storytelling, and immediate transactional capabilities that fundamentally alter consumer engagement and market dynamics (Meng et al., 2021; Zhang et al., 2023). At its core, live commerce leverages real-time interactivity, multimedia integration, and influencer-driven persuasion to create dynamic shopping environments where consumers actively participate in the sales process. This interactivity not only drives immediate consumption through impulse purchasing triggered by limited-time offers and exclusive deals but also fosters a deeper emotional connection between brands and consumers.

The rapid evolution of live commerce and its growing impact on online retail necessitate a systematic examination of the current literature to understand its mechanisms, effects, and potential future directions. This systematic review addresses this need by synthesizing the existing knowledge on live commerce and providing a foundation for further research and practice in this dynamic field. The findings will contribute to our understanding of how digital technologies are reshaping consumer behavior and business practices in the online marketplace, with implications for marketers, platform developers, and policymakers.

The remainder of this paper is structured as follows: The next section describes the methodology used to conduct this systematic literature review, including the search strategy, inclusion and exclusion criteria, and analysis approach. The results section presents the findings of the review, organized thematically to address the research questions. The discussion section interprets these findings in light of existing theories and practical implications. Finally, the conclusion summarizes the key insights, acknowledges limitations, and suggests directions for future research in the field of live commerce.

## 2. RESEARCH METHOD

This systematic literature review was conducted in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines, ensuring a rigorous and transparent approach to the identification, selection, analysis, and synthesis of relevant academic literature on live commerce. The PRISMA framework was used to structure each stage of the review, including the search strategy, screening process, data extraction, analysis, and reporting, to enhance methodological reliability and replicability.

The Scopus database was selected as the primary data source due to its comprehensive coverage of peer-reviewed literature across relevant disciplines including business, communication, information systems, and marketing. A structured search was performed using Boolean operators to capture the breadth of research related to live commerce and its intersection with social media and online business models. The final search query employed the following terms: (“live commerce” OR “livestreaming commerce” OR “live stream shopping” OR “e-commerce live streaming” OR “social media live shopping”) AND (“digital business” OR “online business model” OR “social commerce” OR “influencer marketing”). This query was refined by limiting the search to article titles, abstracts, and keywords. To ensure recency and relevance, the publication date was restricted to studies published between January 2020 and December 2024, with results limited to peer-reviewed journal articles published in English.

To maintain focus and academic rigor, specific inclusion and exclusion criteria were applied. Included studies were those that: (1) addressed live commerce or livestreaming in a commercial or business context; (2) focused on consumer behavior, business model innovation, or strategic implications of livestreaming commerce; (3) were empirical, theoretical, or review studies published in peer-reviewed journals; and (4) were written in English. Studies were excluded if they: (1) focused exclusively on non-commercial livestreaming (e.g., gaming or education without a commerce element); (2) lacked relevance to the research questions (e.g., studies that discussed e-commerce

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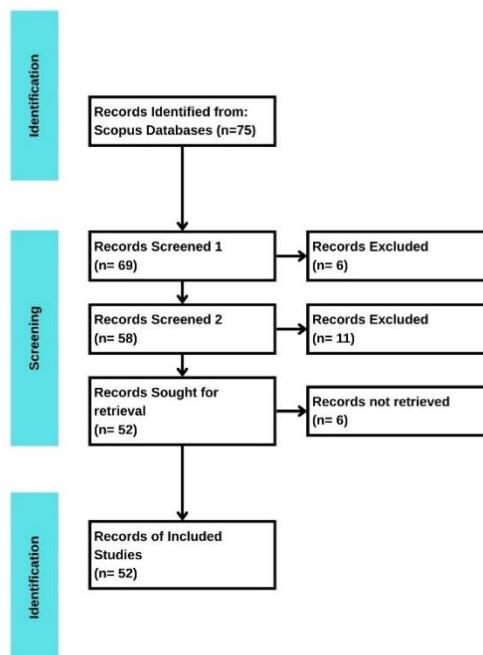
generally without addressing live or interactive elements); (3) were conference papers, editorials, or non-peer-reviewed sources; or (4) were purely technical papers without managerial or consumer insights.

The screening process followed a two-step procedure. First, all retrieved records were imported into a reference management software to remove duplicates. Next, two reviewers independently conducted a title and abstract screening based on the inclusion criteria. Discrepancies were resolved through discussion and consensus. In the second phase, full-text articles of potentially eligible studies were retrieved and reviewed in-depth for final inclusion. A PRISMA flow diagram was used to document the number of records identified, screened, assessed for eligibility, and included in the final review, along with reasons for exclusion at each stage.

Data extraction was carried out using a structured coding protocol developed for this review. Key information was extracted from each included study, including author(s), year of publication, journal, study objectives, research questions, methodology, sample characteristics, key findings, and implications. In addition to thematic content, bibliographic metadata such as keywords, co-authorship patterns, and citation counts were also collected for bibliometric analysis.

Criteria	Inclusion	Exclusion
Publication Year	2020-2025	Other than 2020-2025
Language	English	Non-English
Subject Area	Social Science, Computer Science, Business, Management and Accounting, Arts and Humanities, Economics, Econometrics and Finance, Psychology, Finance, Engineering, Decision Sciences	Non Social Science, Computer Science, Business, Management and Accounting, Arts and Humanities, Economics, Econometrics and Finance, Psychology, Engineering, Decision Sciences
Paper Status	Open Access	Closed Access

**Table 1.** Inclusion and Exclusion Criteria



**Figure 1.** PRISMA SLR: social AND media AND livestream

For bibliometric mapping and visualization, VOSviewer (version 1.6.19) was employed to analyze publication trends and intellectual structure within the dataset. Co-occurrence analysis of

author keywords and terms from titles and abstracts was conducted to identify key thematic clusters and research frontiers. Network visualizations were generated to display co-authorship networks, keyword clusters, and citation linkages among sources. These visual maps supported the identification of major thematic areas and influential publications in the field of live commerce, allowing for a more nuanced synthesis of the literature.

To ensure the quality and validity of included studies, a quality assessment was conducted using a simplified critical appraisal checklist. This checklist evaluated the clarity of research objectives, appropriateness of methodology, transparency of data collection and analysis, and relevance of findings. Studies rated as low-quality (e.g., lacking methodological clarity or theoretical grounding) were excluded from the synthesis phase. This quality assessment step helped to strengthen the overall reliability and robustness of the findings presented in the review.

Data synthesis was carried out through a combination of narrative and thematic synthesis. Bibliometric findings were complemented with qualitative interpretation of content, identifying recurring themes such as the role of influencers, platform affordances, consumer engagement mechanisms, and strategic business implications. Findings were organized thematically to align with the review's research questions and objectives. The synthesis emphasized both consensus and divergence across studies, highlighting gaps in the literature and directions for future research.

While every effort was made to conduct a rigorous and comprehensive review, certain limitations should be acknowledged. First, the review was limited to the Scopus database, which, although broad, may exclude relevant studies indexed in other databases such as Web of Science or IEEE Xplore. Second, the exclusion of non-English publications may have omitted insights from regions with significant live commerce activity, particularly East Asia. Third, given the rapid evolution of this field, studies published after the review cutoff date (December 2024) were not included. Finally, although the use of VOSviewer enriched the bibliometric analysis, its reliance on author-provided metadata may have introduced biases in keyword clustering or thematic representation.

Despite these limitations, the methodology employed ensures a transparent, reproducible, and methodologically sound foundation for understanding how live commerce is transforming online business models. The integration of PRISMA-compliant processes with bibliometric analysis allows for both breadth and depth in capturing the state of academic research on this emerging phenomenon.

### 3. RESULTS AND DISCUSSION

#### 3.1 Bibliometrics Analysis Results

##### 3.1.1 Research clusters and thematic distribution

The cluster visualization map generated using VOSviewer reveals three major thematic clusters that characterize current research trends in live commerce and social media engagement. These clusters, identified through keyword co-occurrence analysis, illustrate the evolving discourse within the academic literature.

The first cluster (red) highlights the contextual and behavioral dynamics of live commerce during the COVID-19 pandemic. Keywords such as "covid," "pandemic," "response," and "viewer" suggest that this research domain initially emerged as a response to social restrictions and the global shift toward digital consumption. Studies in this cluster primarily examine how live streaming platforms adapted to sudden increases in demand, and how consumers engaged with livestream content during periods of lockdown. The inclusion of terms like "experience" and "time" reflects a temporal focus on changes in user behavior and the psychological impact of virtual consumption during crisis-driven digital acceleration.

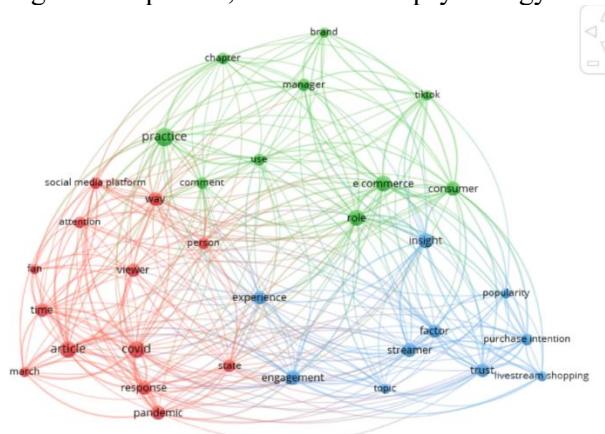
The second cluster (green) centers on managerial strategies and digital marketing transformations. Terms such as "e-commerce," "manager," "brand," "practice," and "consumer" point to an emphasis on how businesses operationalize live commerce to align with contemporary

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consumer expectations. This body of literature often investigates how managerial roles evolve to accommodate real-time engagement, and how brands leverage social media platforms, particularly TikTok, to build direct, trust-based relationships with their audiences. The proximity of “use” and “role” implies frequent discussion of technological affordances and strategic integration.

The third cluster (blue) focuses on psychological drivers of consumer behavior, particularly the influence of streamers and interactive experiences. Keywords like “trust,” “popularity,” “engagement,” and “purchase intention” indicate the growing academic attention to affective and cognitive mechanisms that motivate consumers during live sessions. This aligns with studies employing theoretical models such as the Stimulus-Organism-Response (S-O-R) framework, which explore how emotional contagion and interpersonal authenticity foster consumer trust and immediate purchasing behavior. Together, these clusters reflect a multidisciplinary and evolving field that integrates crisis-response, managerial adaptation, and consumer psychology.



**Figure 2.** Network Visualization 52 articles

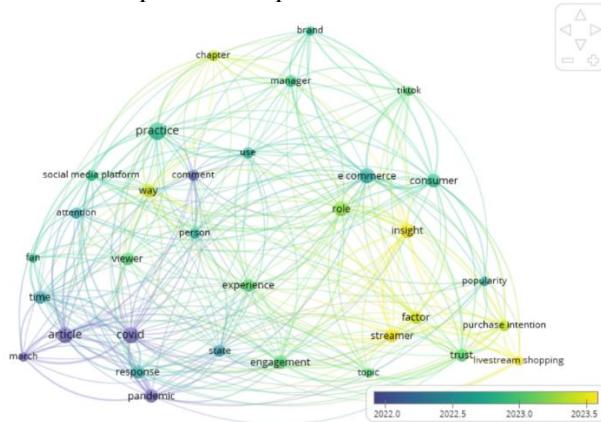
### 3.1.2 Temporal Evolution of Research Focus

The overlay visualization map generated by VOSviewer offers a chronological perspective on the development of research themes related to live commerce and social media livestreaming. In this visualization, keywords are color-coded based on the average year of publication in which they appear, thus allowing a temporal analysis of topic evolution across the field. Earlier research themes are shaded in dark blue and purple, while more recent themes are represented in green to yellow. Notably, terms such as “covid,” “pandemic,” “response,” and “viewer” are concentrated in the bottom-left quadrant of the map and appear in darker shades, indicating a strong research focus during the early stages of the COVID-19 pandemic, particularly around 2022. These terms reflect a scholarly emphasis on crisis-driven shifts in digital behavior and the rapid adoption of live commerce technologies under social distancing constraints.

In contrast, keywords including “trust,” “streamer,” “popularity,” “purchase intention,” and “engagement” are highlighted in green and yellow tones, reflecting a more contemporary focus in literature published from late 2023 to 2024. This thematic shift suggests a maturing research agenda that has moved beyond pandemic-related disruptions to investigate deeper consumer-psychological mechanisms. Specifically, these keywords indicate growing academic interest in how emotional engagement, influencer credibility, and interactive platform features influence consumer decision-making and loyalty in live commerce settings. Central terms such as “practice,” “e-commerce,” “consumer,” and “experience” serve as connective nodes between earlier and emerging themes, indicating their consistent relevance across time.

Overall, this overlay visualization underscores a clear trajectory in the academic discourse from initial explorations of live commerce as a reactive measure during a global crisis to its current role as a strategically leveraged tool for real-time marketing, trust-building, and personalized digital

consumer engagement. The dynamic color gradient illustrates not only topic popularity over time but also the field's rapid theoretical and practical expansion.



**Figure 3.** Overlay Visualization 52 articles

### 3.1.3 Keyword Co-Occurrence Density Literature Density

The visualization shows a heat map of key terms related to live commerce research, with the brightest yellow areas indicating terms with the highest frequency or density in the literature. The central and most prominent clusters appear to revolve around several core concepts. "Practice," "e-commerce," and "consumer" form particularly bright nodes, suggesting these are fundamental concepts in the research literature on live commerce.

Adjacent to these core concepts, we can see important related terms like "purchase intention," "trust," "engagement," and "livestream shopping" which indicate the key factors being studied in relation to consumer behavior in this domain. The presence of "TikTok" as a visible node reflects its significance as a platform in the live commerce ecosystem, while "social media platform" appears as a more general category.

Interestingly, terms like "covid" and "pandemic" are also visible, suggesting that research has examined how the global pandemic influenced the adoption and evolution of live commerce practices. The appearance of "time," "experience," and "attention" points to research investigating the temporal and experiential aspects of live commerce engagement.

The density visualization also reveals connections between concepts through proximity and color intensity. For example, "streamer," "factor," and "trust" appear in proximity, suggesting research examining how streamer characteristics influence consumer trust. Similarly, "role," "insight," and "consumer" cluster together, indicating exploration of consumer roles and behaviors in live shopping environments.

This visualization effectively maps the conceptual landscape of live commerce research, highlighting not only the central topics but also the relationships between various elements in this emerging field of e-commerce and digital marketing.

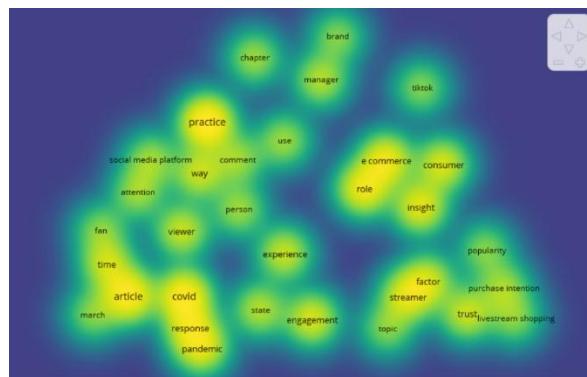


Figure 4. Density Visualization 52 articles

### 3.1.4 Research Clusters and Thematic Areas

Throughout the three charts above, it can be concluded that through keyword co-occurrence analysis, it identifies three dominant thematic clusters:

#### Cluster 1 (Behavioral Dynamics During COVID-19):

Research initially focused on how the pandemic accelerated consumer migration to live commerce platforms due to physical retail restrictions. Keywords like "pandemic," "viewer experience," and "digital acceleration" characterize this cluster.

#### Cluster 2 (Managerial and Strategic Integration):

A second stream of studies discusses how businesses adapted their marketing and operational strategies to leverage live commerce. Topics include influencer selection, live stream production quality, and integration into broader digital strategies.

#### Cluster 3 (Consumer Psychology and Purchase Drivers):

The third major cluster focuses on emotional contagion, trust building, and impulse buying, emphasizing how interactive experiences and influencer charisma drive purchasing decisions.

## 3.2 Thematic Discussion

### 3.2.1 The Evolution of Live Commerce

Live commerce has undergone a rapid and remarkable evolution, transitioning from early models resembling traditional television shopping networks to highly interactive, mobile-first digital experiences. Initially, live commerce was perceived simply as a digital version of televised infomercials, offering scheduled broadcasts and limited interaction. However, with advancements in mobile internet infrastructure, the proliferation of smartphones, and the growing dominance of social media platforms, live commerce has fundamentally transformed into a dynamic retail environment where immediacy, authenticity, and personalization are key.

The integration of mobile technology and real-time interactivity has allowed businesses to offer live demonstrations, engage directly with audiences, and facilitate immediate purchasing within the streaming environment. This shift reflects broader changes in consumer behavior, as digital natives increasingly prioritize experiences that combine entertainment with commerce. The evolution of platforms like TikTok and Taobao Live illustrates this trend, where shopping is embedded within social interactions rather than separated into distinct, transactional activities.

Moreover, the evolution of live commerce is not solely technological but also cultural. Younger generations, in particular, value authenticity, emotional connection, and the feeling of community when making purchasing decisions. Live commerce fulfills these needs by fostering an environment of real-time dialogue, personalized content delivery, and immersive storytelling. As a result, live commerce today represents not merely a new sales channel but a fundamental shift in the relationship between brands and consumers, aligning with contemporary demands for greater interactivity and emotional resonance.

### 3.2.2 Key Success Factors in Live Commerce

One of the most crucial drivers behind the success of live commerce is the role of emotional contagion facilitated by influencers. Emotional contagion refers to the phenomenon where the positive emotions displayed by livestream hosts transfer to viewers, significantly enhancing their buying intentions. Streamers who demonstrate authenticity, enthusiasm, and charisma are able to foster a strong sense of trust, which in turn lowers consumer skepticism and increases the likelihood of impulse purchases during live sessions.

Interactivity is another critical factor distinguishing live commerce from traditional e-commerce models. Unlike static product pages, live commerce enables viewers to ask questions, request demonstrations, and receive immediate feedback in real time. This two-way communication dynamic not only empowers consumers with greater information but also cultivates a sense of agency and community involvement. Studies highlight that active engagement during live streams strengthens consumers' emotional attachment to both the brand and the host, thereby boosting conversion rates and fostering long-term loyalty.

Finally, live commerce strategies often capitalize on the psychological principle of scarcity by offering limited-time promotions, exclusive deals, and real-time purchasing incentives. The immediacy of live sessions, combined with the urgency generated by time-sensitive offers, creates a fertile environment for impulse buying. Successful hosts adeptly use these tactics to maintain viewer excitement and drive quick purchasing decisions, ultimately distinguishing live commerce from more passive and delayed forms of online shopping.

### 3.2.3 Platform-Specific Dynamics

Different live commerce platforms exhibit distinct user behaviors and strategic requirements, necessitating tailored approaches from businesses. Platforms such as Taobao Live are primarily transactional in nature, attracting consumers who seek detailed product demonstrations, professional information, and informed shopping decisions. Users on Taobao typically enter the platform with clear purchasing intentions, making precision in product information delivery and trust-building paramount to success.

In contrast, TikTok represents a more entertainment-driven model of live commerce. Users initially engage with TikTok for recreational purposes, drawn by short-form creative content rather than an explicit intent to shop. Consequently, commercial content must be seamlessly integrated into entertainment experiences to capture attention and convert viewers into buyers. In this environment, storytelling, humor, and authentic engagement are crucial elements for successful live commerce initiatives.

Understanding the differences between these platform dynamics is essential for businesses aiming to optimize their live commerce strategies. A one-size-fits-all approach is unlikely to succeed; instead, businesses must align their content, interaction styles, and promotional tactics with the specific user expectations and behaviors of each platform. This strategic alignment not only maximizes engagement but also ensures that live commerce efforts are both contextually appropriate and commercially effective.

### 3.2.4 Managerial and Strategic Implications

The rise of live commerce imposes significant strategic and managerial implications for businesses seeking to remain competitive in the digital economy. First and foremost, companies must invest in the technological infrastructure necessary to support high-quality live streaming, including mobile-optimized platforms, integrated payment systems, and real-time analytics. However, technological readiness alone is insufficient; businesses must also develop human capital capabilities, particularly in content creation, community management, and influencer collaboration.

Beyond operational adjustments, live commerce necessitates a broader reconfiguration of marketing and sales strategies. Traditional digital marketing approaches, focused on static advertisements and pre-produced content, must evolve into dynamic, real-time engagement models that prioritize responsiveness and authenticity. Managers must rethink performance metrics, moving

beyond click-through rates and impressions toward measures that capture audience engagement, emotional connection, and live session conversion rates.

Finally, strategic integration is key. Successful firms embed live commerce within their broader digital transformation initiatives, ensuring consistency across online touchpoints and aligning live stream content with overall brand narratives. This holistic approach strengthens brand identity, enhances consumer trust, and creates a synergistic digital ecosystem where live commerce amplifies broader marketing and sales objectives rather than operating as a siloed activity.

### **3.2.5 Cross-Cultural Perspectives**

Cross-cultural differences play a significant role in shaping consumer engagement and the effectiveness of live commerce strategies. In East Asian markets such as China, where consumers are highly accustomed to real-time digital interactions and mobile payment ecosystems, live commerce has flourished at a faster pace. The cultural emphasis on community-oriented shopping experiences and the trust placed in online influencers contribute to high engagement rates and rapid adoption.

Conversely, in Western markets, live commerce adoption has been somewhat more gradual. Consumers in these regions tend to value transparency and may exhibit higher skepticism toward influencer-driven promotions. Moreover, regulatory environments related to consumer protection and advertising transparency differ significantly, requiring businesses to adapt their content and disclosure practices accordingly.

To achieve sustainable international growth, businesses must tailor their live commerce strategies to align with regional consumer expectations and cultural predispositions. This includes not only adjusting marketing messages but also selecting appropriate influencer partners, modifying interactivity levels, and calibrating purchasing incentives based on localized behavioral insights. Recognizing and strategically addressing these cultural variations enhances both the effectiveness and the ethical grounding of live commerce initiatives across diverse global markets.

### **3.3 Conceptual Model Proposal**

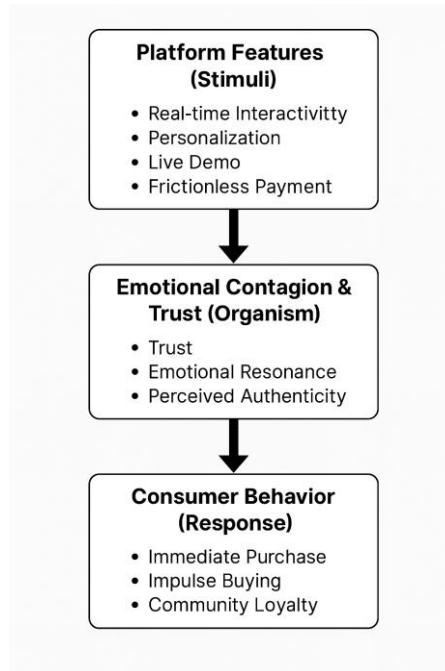
The synthesis of findings from the current literature suggests that live commerce operates at the intersection of technological affordances, emotional engagement, and behavioral responses. To systematically capture the dynamics at play, this section proposes a conceptual model that explains how platform features and influencer strategies shape consumer behavior in live commerce environments. Drawing on the Stimulus-Organism-Response (S-O-R) framework, the model integrates technological, psychological, and managerial factors into a cohesive structure.

At the foundation of the model are platform affordances, which include interactive features such as real-time comments, live product demonstrations, personalized recommendations, and seamless payment integrations. These technological affordances serve as the primary stimuli that initiate the consumer experience during live sessions. Effective use of these affordances heightens sensory stimulation and cognitive engagement, setting the stage for emotional and behavioral responses.

The organism phase of the model captures the internal psychological reactions of consumers. Key constructs here include emotional contagion, the transfer of positive emotions from streamers to viewers, and trust formation, fostered through real-time interactivity and perceived authenticity. Together, these psychological mechanisms drive heightened engagement, a sense of urgency, and increased purchase intention. Finally, the response phase reflects observable behaviors, including immediate purchasing decisions, impulse buying, and sustained brand loyalty.

Critically, this model positions live commerce not simply as a transaction-driven activity but as an experience-driven ecosystem, where emotional, social, and technological elements converge to influence consumer behavior. It emphasizes that strategic success in live commerce requires a deep understanding of both the technological enablers and the emotional drivers that collectively shape the consumer journey. In doing so, it provides a robust conceptual framework for guiding future

empirical research as well as practical strategy formulation for businesses venturing into live commerce.



**Figure 5.** Conceptual Model Based on S-O-R Framework

### 3.4 Implications for Online Business Models

The emergence of live commerce has profound implications for the restructuring of traditional online business models. Unlike earlier e-commerce paradigms that centered around static product catalogs and asynchronous consumer engagement, live commerce fuses real-time interaction, emotional storytelling, and instantaneous purchasing into a unified experience. This transformation disrupts the conventional boundaries between marketing, sales, and customer engagement, pushing businesses to reconceptualize the consumer journey as a seamless, interactive process rather than a linear transaction. Firms that continue to rely solely on conventional e-commerce strategies risk obsolescence as consumer expectations evolve toward immediacy, personalization, and community-driven interactions.

One of the most significant impacts of live commerce is the redefinition of customer engagement strategies. In a live commerce environment, consumers demand active participation, a real-time Q&A sessions, personalized product recommendations, instant feedback loops, and community interaction are no longer optional features but expected components of the shopping experience. The passivity associated with traditional online shopping is being replaced by dynamic, co-created shopping events where the consumer plays an active role in shaping the narrative and influencing product discourse. Businesses must therefore invest not only in live streaming technologies but also in human capital, training hosts, community managers, and moderators to foster genuine engagement and create emotionally resonant experiences.

Moreover, the operational foundations of businesses must adapt to support the live commerce model. Live commerce requires new competencies in content production, influencer management, and real-time customer service. Organizations must allocate resources toward building agile teams capable of producing high-quality, consistent live content that aligns with brand identity and consumer preferences. Additionally, the integration of real-time analytics is crucial; businesses must track live engagement metrics, such as viewer retention rates, real-time purchasing behavior, and sentiment analysis from comments to continuously refine their approach. Traditional key

performance indicators (KPIs) like traffic or click-through rates become less relevant when success hinges on interactive participation and immediate conversion during live events.

Another major implication lies in the reorganization of the digital marketing funnel. In conventional models, awareness, consideration, and purchase were distinct stages, often separated by days or weeks. Live commerce collapses this timeline dramatically as consumers move from awareness to purchase within minutes during a single live stream. As a result, marketers must design live sessions not merely as promotional events but as comprehensive consumer journeys, embedding persuasive storytelling, product demonstration, trust-building, and transaction facilitation into a single experience. This demands a radical integration between content marketing, influencer strategies, digital advertising, and sales operations.

Finally, live commerce's success highlights the strategic importance of community building in sustaining long-term competitiveness. Live commerce is not purely a transaction-driven model; it thrives on fostering a sense of belonging, authenticity, and ongoing dialogue between brands and consumers. Companies that succeed are those that view their live commerce initiatives not just as sales channels, but as platforms for building brand communities. These communities, nurtured through consistent engagement, interactive storytelling, and trust-based influencer partnerships, can significantly enhance customer loyalty, advocacy, and lifetime value. Thus, integrating live commerce is not simply about adopting new technologies; it represents a deeper organizational shift toward social commerce ecosystems where content, community, and commerce are inseparably linked.

### **3.5 Limitations and Future Research Directions**

Despite the comprehensive insights offered by this review, certain limitations must be acknowledged to contextualize the findings and suggest avenues for further research. First, the geographical concentration of the reviewed studies presents a potential limitation. A substantial portion of the literature focuses on East Asian markets, particularly China, where live commerce has achieved widespread adoption. While this focus reflects the maturity of the Chinese live commerce ecosystem, it may limit the generalizability of findings to other cultural and regulatory contexts. Future research should aim to diversify geographical representation, incorporating insights from Western, Southeast Asian, Middle Eastern, and emerging African markets to build a more holistic understanding of global live commerce dynamics.

Second, the rapidly evolving nature of live commerce technology poses a challenge for longitudinal analysis. Many of the studies reviewed provide cross-sectional snapshots of consumer behavior and platform strategies at particular moments in time. However, as new technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI)-driven personalization tools are integrated into live commerce platforms, consumer behavior and business strategies are likely to shift dramatically. Future research should employ longitudinal designs to track how technological innovations influence live commerce adoption, engagement patterns, and business model evolution over time.

Third, there remains a notable gap in research that critically examines the sustainability of live commerce strategies. While existing studies highlight the immediate effectiveness of live commerce in driving consumer engagement and impulse buying, few explore its long-term impacts on brand loyalty, customer retention, or consumer fatigue. As live commerce becomes more mainstream, understanding potential diminishing returns, market saturation effects, and strategies for maintaining consumer interest over prolonged periods will become crucial. Future studies should therefore investigate the lifecycle dynamics of live commerce participation and identify mechanisms that sustain consumer engagement beyond initial novelty effects.

Another important limitation concerns the ethical and regulatory considerations of live commerce, which have been relatively underexplored. Issues such as transparency in influencer endorsements, data privacy in personalized live streams, and the potential for manipulative sales

tactics require more rigorous scholarly attention. As regulatory bodies worldwide begin to scrutinize live commerce practices, research must provide frameworks for ethical guidelines and compliance standards that protect both consumers and brands. Exploring consumer perceptions of trust, authenticity, and fairness in live commerce settings could offer valuable insights for developing ethical business practices.

Finally, future research would benefit from adopting multidisciplinary approaches that integrate perspectives from marketing, information systems, psychology, and media studies. Live commerce operates at the intersection of technology, consumer behavior, and media influence, making it a rich domain for cross-disciplinary inquiry. Employing diverse theoretical frameworks, such as affordance theory, social presence theory, and behavioral economics, could yield deeper insights into the complex mechanisms driving live commerce success. By embracing these diverse perspectives, future scholarship can more accurately capture the multifaceted nature of live commerce and support the development of more sophisticated and resilient digital business models.

#### 4. CONCLUSION

This study set out to explore how the integration of live streaming technologies into social media platforms is transforming traditional online business models. Building upon the urgency highlighted in the Introduction, the research sought to address the gap in systematic understanding surrounding live commerce, particularly regarding its influence on consumer engagement, business strategy, and market dynamics. It was anticipated that the findings would reveal not only the mechanisms driving live commerce success but also the strategic considerations businesses must address to adapt to this emerging digital landscape. By conducting a systematic literature review and synthesizing insights from recent studies, this research aimed to offer a comprehensive conceptual framework that could guide both scholarly inquiry and practical implementation.

The results confirmed that live commerce represents a significant paradigm shift rather than a marginal enhancement of traditional e-commerce models. As revealed through bibliometric analysis and thematic synthesis, live commerce is characterized by its ability to integrate real-time interactivity, emotional engagement, and seamless transactional functionality within a single platform. This model collapses the traditional sales funnel, enabling consumers to move rapidly from awareness to purchase during a single live session. Technological affordances such as immediate feedback, dynamic content personalization, and integrated payment systems have been instrumental in driving this transformation. Moreover, the role of emotional contagion, trust-building through influencer engagement, and urgency created by limited-time offers emerged as critical factors in fostering consumer participation and driving sales.

From a managerial perspective, the findings highlight the need for businesses to adopt holistic and agile strategies when integrating live commerce into their operations. Beyond technological investments, companies must focus on developing competencies in live content production, community management, influencer collaboration, and real-time consumer engagement. Organizational structures and digital marketing frameworks must be reconfigured to support the immediacy and interactivity demanded by live commerce environments. Furthermore, new performance metrics centered on engagement quality, emotional resonance, and live session conversions are required to accurately capture success within this emerging ecosystem.

While live commerce presents immense opportunities, this review also identified several limitations and challenges that businesses and researchers must address. The current literature remains heavily concentrated in East Asian contexts, and findings may not be universally applicable across diverse cultural and regulatory environments. Additionally, the long-term sustainability of live commerce strategies, potential issues related to consumer fatigue, and ethical considerations surrounding transparency and data privacy require further exploration. These gaps suggest the need

for longitudinal, cross-cultural, and multidisciplinary research to better understand the evolving nature of live commerce and its broader implications for the global digital economy.

The conceptual model proposed in this review integrates the Stimulus-Organism-Response (S-O-R) framework, emphasizing the interconnected roles of platform affordances, emotional mechanisms, and consumer behavior. This model not only synthesizes existing knowledge but also provides a foundation for future empirical research aimed at testing, refining, and expanding our understanding of live commerce dynamics. Additionally, it offers a practical tool for businesses seeking to design more effective live commerce strategies that align with contemporary consumer expectations for authenticity, interactivity, and personalization.

In conclusion, live commerce is not merely a trend but a transformative force reshaping the foundations of digital business. As consumer behaviors continue to evolve and technological innovations accelerate, businesses must remain adaptive, strategically integrating live commerce into their broader digital transformation initiatives. Future research should continue to explore the complex, evolving interplay between technology, emotion, culture, and commerce to ensure that both academic theory and business practice keep pace with this dynamic landscape. By doing so, scholars and practitioners alike can contribute to the development of more resilient, consumer-centric, and innovative online business models for the digital economy of the future.

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**THE RISE OF LIVE COMMERCE: HOW SOCIAL MEDIA LIVESTREAMING IS TRANSFORMING ONLINE BUSINESS MODELS**

*Rolando*

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