

China's live-streaming e-commerce market: A systematic review of its role in shaping global retail standards

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Abstract

This systematic literature review examines the burgeoning live-streaming e-commerce market in China, focusing on its rapid growth, the dynamics of consumer behavior and its global influence on retail standards. The key issues addressed in this study include the identification of the technological, social, and psychological factors driving this sector's growth, the analysis of the impact of its interactive and immersive nature on consumer behavior and the exploration of its implications for the global retail landscape. Employing qualitative methods, the review synthesizes findings from 55 studies, selected through a systematic screening process. The findings of the study highlight that factors such as real-time interaction, social presence and streamers' influence significantly enhance consumer engagement and impulse buying tendencies. The Chinese model has set new benchmarks, showcasing innovative marketing strategies, technological integration and elevated consumer trust. These findings underscore the transformative potential of live-streaming e-commerce for future retail practices worldwide.

Keywords: China; consumer behavior; e-commerce; live-streaming; retail standards

1. Introduction

1.1. Research background

The live-streaming e-commerce market in China has witnessed unprecedented growth, leading to a fundamental alteration in the retail landscape and the establishment of a significant sales channel (A. Liu, 2022; Pan et al., 2023; Sassi, 2023; Yu et al., 2024). This transformation can be largely attributed to the unique characteristics of live-streaming commerce, which combines elements of traditional e-commerce with real-time interaction, entertainment, and immersive experiences. The accelerated implementation of this model has not only attracted consumers but has also evoked considerable interest from researchers and industry practitioners.

A significant factor contributing to this growth is the capacity of live-streaming platforms to enhance consumer engagement through the provision of interactive features. Live streaming allows consumers to experience products in a more authentic and intuitive manner compared to traditional e-commerce, which typically relies on static images and text descriptions (Su et al., 2023). This immersive shopping experience is facilitated by real-time video demonstrations, enabling consumers to see products in action and ask questions directly to the streamers, thereby reducing information

asymmetry and increasing trust in the purchasing process (Zhu et al., 2024; Peng et al., 2023). The interactive nature of live streaming has been demonstrated to exert a significant influence on consumers' purchase intentions, as it fosters a sense of connection and immediacy that is frequently absent in conventional online shopping environments (Zhang et al., 2023; Qing & Jin, 2022).

Furthermore, the impulsive buying behavior observed in live-streaming e-commerce can be attributed to several psychological factors, including the flow experience and the social dynamics inherent within the platform. Studies have suggested that the engaging and entertaining aspects of live streaming can lead to heightened emotional responses, which in turn drive impulse purchases (Zhu et al., 2024). The presence of charismatic streamers who effectively communicate product benefits and create a sense of urgency can further amplify this effect, making consumers more likely to make spontaneous buying decisions during live sessions (Zhao & Chiu, 2023). The social capital of streamers, which encompasses their credibility and the relationships they build with viewers, also plays a crucial role in influencing consumer behavior (Guo et al., 2021).

The market dynamics of live-streaming e-commerce in China are also noteworthy. Recent reports have indicated a surge in the number of users engaging in live commerce, with estimates indicating that approximately 515 million Chinese netizens participated in live-streaming shopping activities (Zhu et al., 2024). This rapid growth has had significant financial implications, with the market projected to reach RMB 4.9

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trillion by 2023 (Zhang et al., 2023). The upward trajectory of this market is further illustrated in Figure 1, which shows the growth of live-streaming e-commerce sales in China from 2019 to 2023. The competitive landscape is characterized by a plethora of platforms, including Taobao and Mogujie, which have pioneered the integration of live streaming into their sales strategies, thereby reshaping consumer expectations and retail practices (Yang, 2020).

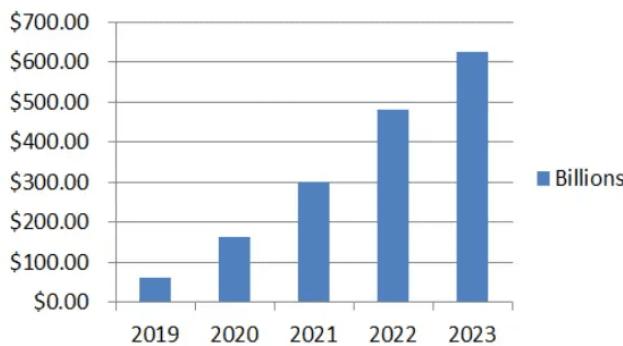


Fig. 1 Live-streaming E-Commerce Sales in China 2019 - 2023

Source: domatters.com

The emergence of live-streaming e-commerce in China has a significant impact on global retail standards, primarily through its innovative approach to consumer engagement and sales strategies. This model has introduced a level of interactivity and personalization that is typically not found in traditional e-commerce platforms. Live streamers can showcase products in real-time, respond to consumer inquiries, and cultivate a sense of community. This activity can therefore enhance customer engagement (Xue & Ma, 2024). This interactive shopping experience has prompted traditional retailers to reassess their online strategies, leading to the integration of live-streaming capabilities and influencer marketing into their sales models (Liu et al., 2022; Zhao & Chiu, 2023).

The success of live-streaming e-commerce in China underscores the importance of leveraging social media and user-generated content to drive sales. The seamless integration of live-streaming features with social media platforms has resulted in a more engaging shopping environment, enabling consumers to discover, interact with, and purchase products within a single ecosystem (Zhang et al., 2023). This trend has prompted global retailers to prioritize the development of their social media presence and incorporate social commerce features into their platforms. For instance, the capacity of live streamers to generate engaging content and facilitate real-time interactions has been demonstrated to enhance consumer trust and influence purchase intentions (Zhang et al., 2023; Huang & Chuin, 2021). Consequently, numerous retailers are adopting analogous strategies to replicate the success observed in the Chinese market.

The interactive nature of live-streaming e-commerce has also led to a shift in consumer behavior, where impulse buying is significantly more prevalent compared to traditional online shopping (Huang & Chuin, 2021; Liu et al., 2022). The combination of live-streaming's immersive nature and the social dynamics of the platforms, has been demonstrated to enhance consumers' emotional engagement and satisfaction, further driving sales (Liu et al., 2022; Zhang et al., 2021). This shift in consumer behavior is prompting retailers worldwide to

adopt more dynamic and interactive sales techniques, thereby setting new benchmarks for the industry.

1.2. Research problem and gap

This systematic review aims to address a critical gap in the existing literature by systematically synthesizing findings on the key factors driving the live-streaming e-commerce market in China and its subsequent influence on global retail standards. While prior studies have addressed certain aspects of live streaming, there is a paucity of in-depth qualitative analysis that exclusively examines the interplay of technological, social, and psychological factors shaping this market's growth and its broader implications. The present study is distinguished from previous research by virtue of fact that it provides a holistic view of the live-streaming e-commerce ecosystem. To demonstrate the transformative potential of this model for future retail practices worldwide, insights from a diverse body of 55 studies have been integrated. This review, therefore, provides a novel and systematic synthesis that is currently absent from the academic discourse, offering a foundational analysis of how the Chinese model sets new benchmarks in the global retail landscape.

1.3. Research questions and objectives

The objective of this study is to answer the following research questions: (1) What are the primary factors that drive the growth of live-streaming e-commerce in China? (2) How do the interactive and immersive features of this model influence consumer behavior, particularly regarding engagement and impulse buying? and (3) What are the key implications of the Chinese live-streaming e-commerce model for setting new benchmarks in the global retail landscape?

2. Methodology

2.1. Search Strategy

The comprehensive search strategy employed in this systematic review aimed to identify the most relevant and high-quality studies on China's live-streaming e-commerce market and its impact on global retail standards. The process was initiated with an initial search conducted in Scopus, a widely respected and comprehensive database of peer-reviewed literature (Chintalapati & Pandey, 2022; Mulyono & Rolando, 2025).

This search employed keywords such as "China," "live-streaming," and "e-commerce" to identify relevant studies. To refine the results, a series of filters were applied to limit the scope to journal articles, conference papers, and other scholarly sources published between 2020 and 2024. This specific timeframe selected for this study was determined to capture the most recent and relevant literature, as the live-streaming e-commerce market in China experienced substantial growth and a significant shift in academic interest beginning around 2020, a development that was substantially accelerated by the COVID-19 pandemic. This period is of particular significance as it marks the transition of live streaming from a niche activity into a significant sales channel. Consequently, it is the most appropriate period to analyze its development and impact.

To enhance the relevance of the studies included in the review, additional keywords were incorporated into the search, including "online retail," "retail standards," and "social commerce." The titles and abstracts of the identified studies were then carefully reviewed to ascertain their alignment with the research questions and objectives of the review. For studies deemed relevant, the full texts were retrieved and thoroughly examined to extract the necessary data and insights. Therefore, the primary final search query was structured as follows: (TITLE-ABS-KEY(China AND ("live-streaming" OR "live streaming" OR "livestreaming") AND ("e-commerce" OR "ecommerce")) AND TITLE-ABS-KEY("online retail" OR "retail standards" OR "social commerce"))

To ensure a comprehensive review, the reference lists of the selected studies were also scrutinized to identify additional relevant sources that may have been overlooked during the initial search. This process, also known as backward citation searching, resulted in the identification of seven additional articles that met the inclusion criteria. The search process was iterative, with the keywords and search strategies being refined and adjusted as required in order to maintain the comprehensiveness and accuracy of the literature review. This methodical approach ensured a robust foundation for analyzing the evolving dynamics of live-streaming e-commerce in China and its global implications.

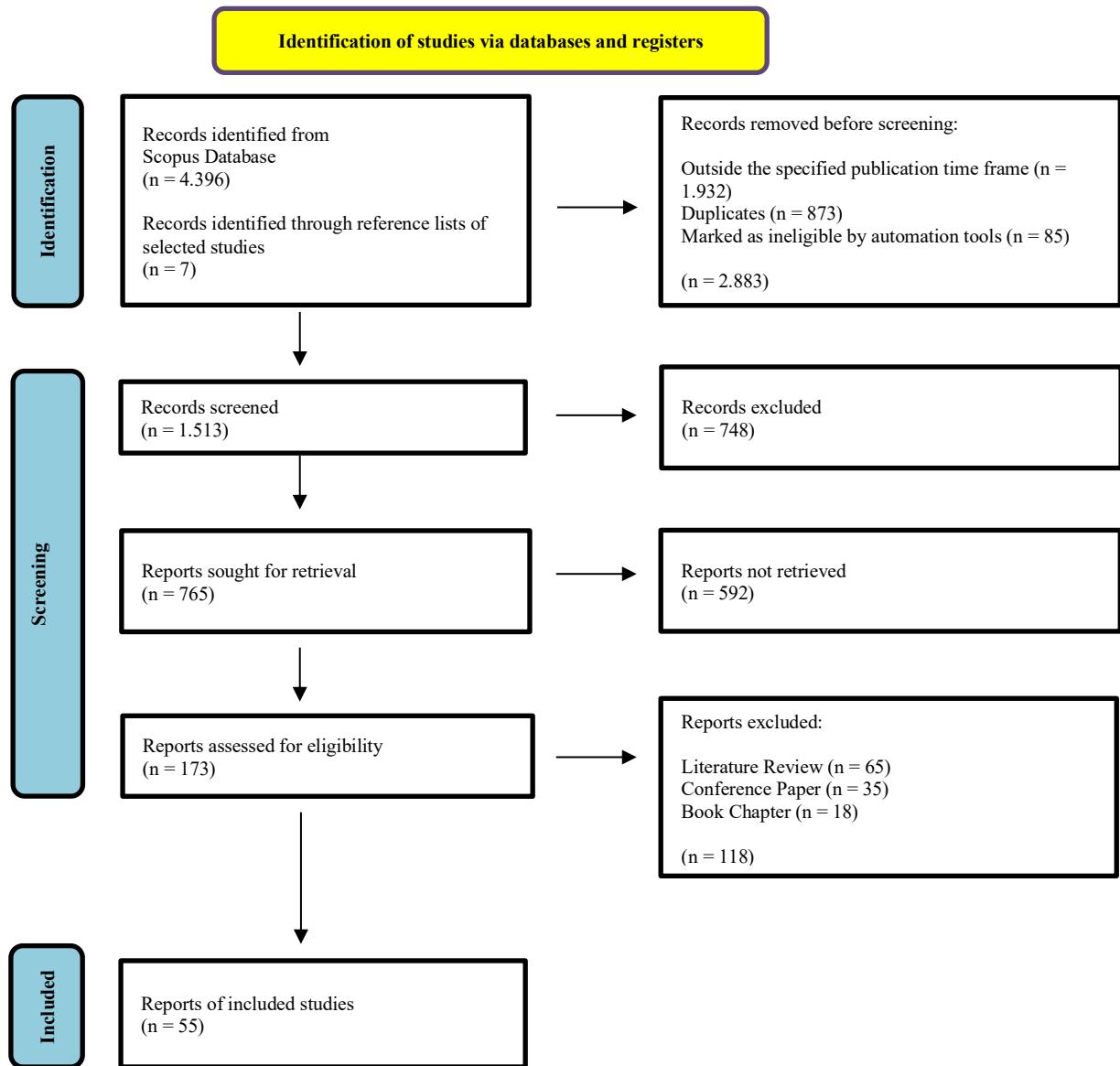


Figure 3 PRISMA Flow Diagram of Identification and Selected Studies
Source: Own Elaboration

2. 2. Inclusion and exclusion criteria

The titles and abstracts of the identified studies were then thoroughly screened to assess their alignment with the research questions and objectives of the review. The following inclusion and exclusion criteria were applied during the screening process:

Inclusion Criteria:

- Publication Type: The study must be a peer-reviewed journal article or conference paper.
- Language: The study must be published in English.
- Timeframe: The study must have been published between 2020 and 2024.

- Relevance: The study must focus on live-streaming e-commerce, social commerce, or online retail within the context of China.

Exclusion Criteria:

- Publication Type: literature reviews, editorials, book chapters, and other non-research-based documents were excluded.
- Duplicates: Duplicate records were removed to ensure each study was considered only once.
- Irrelevance: Studies that did not directly address the research questions or were not set within the context of live-streaming e-commerce in China were excluded.

2.3. PRISMA flow diagram

The screening and selection process was conducted in accordance with the PRISMA guidelines. The systematic identification, screening, eligibility assessment, and inclusion of studies are illustrated in Figure 3, which presents the PRISMA flow diagram of the review process. As shown in Figure 1, a total of 4,396 records were initially identified from the Scopus database. Following the application of the inclusion and exclusion criteria, 55 studies were ultimately included in the systematic review.

The methodology for this systematic literature synthesis includes searching the Scopus database using a set of specific keywords relevant to the research topic and subject area. Such keywords include "China", "live-streaming", "e-commerce", "online retail", "retail standards" and "social commerce". The search results which consisted of 4,396 documents in total were then subjected to screening based on specific inclusion and exclusion criteria. This resulted in the identification of 55

relevant studies, which were included in the systematic review.

2.4. Data analysis

Following the selection process, the 55 included studies were subjected to a two-pronged analytical approach. Firstly, a descriptive statistical analysis was conducted to summarize key characteristics of the articles, including publication year, authors, and keywords. This provided a foundational overview of the research trends and academic interest over time. Secondly, a bibliometric analysis was performed using the VOSViewer software to create a bibliographic map. The software facilitated the visualization of co-citation networks and the clustering of key terms from the articles' titles and abstracts, thereby revealing the main thematic areas and their interconnections within the body of literature. This combination of descriptive and bibliometric methods was found to provide a comprehensive understanding of the research landscape on China's live-streaming e-commerce market.

3. Results

3.1. Descriptive statistics of the study

The comprehensive review of 55 articles reveals a growing body of literature on live-streaming e-commerce, particularly in the context of China, which serves as a leading market for this innovative retail format. During the early years of 2020, the volume of research was limited, with only small number of articles being published. However, the field has rapidly expanded, particularly from 2021 onward, reflecting the increasing relevance of live-streaming as a marketing and sales channel.

Table 1. Articles reviewed
Source: Own elaboration

| Publication Year | Title | Authors | Keywords | Citations in Scopus |
|-----------------------|--|--|--|---------------------|
| 2024 (15 articles) | Assessing the Influence Mechanism of Media Richness on Customer Experience, Trust and Swift Guanxi in Social Commerce. | Zhu, K., Tan, C.S.L., Panwar, T. | Customer Experience; Group Buying; Live-Streaming Commerce; Media Richness; Social Commerce; Swift Guanxi; and Trust | 1 |
| | Is Online Shopping Addiction Still a Depressive Illness? — The Induced Consumption and Traffic Trap in Live E-commerce | Li, C., Xia, Z., Liu, Y., Ren, S., Zhao, H. | Addiction Models; Live-Streaming E-Commerce; Immersive Shopping; Induced Consumption; Online Shopping Addiction; and Traffic Traps | 1 |
| | Boosting Customers' Impulsive Buying Tendency in Live-Streaming Commerce: The Role of Customer Engagement and Deal Proneness | Luo, X., Cheah, J.-H., Hollebeek, L.D., Lim, X.-J. | Customer Engagement; Deal Proneness; Elaboration Likelihood Model; Impulse Buying; Live-Streaming; and PLS-SEM | 30 |
| | Should Live-Streaming Platforms Nonexclusively Promote Brands from Traditional Retail Platforms? | Zhou, C., Yu, J., Qian, Y. | Game Theory; Live-Streaming Selling; Platform Competition; and Promotion Strategy | 3 |
| | Optimizing Live Streaming Features to Enhance Customer Immersion and Engagement: A Comparative Study of Live Streaming Genres in China | Tian, Y., Frank, B. | Customer Engagement; Flow Experience; Hedonic Products; Influencer; Involvement; Live Streaming; and Utilitarian Products | 1 |
| | Dual Channel Sales in Supply Chain: Live Streaming or Traditional E-commerce | Zhou, X., Liu, Z., Liu, J., Pan, C. | Dual Channel; Live Streaming; Privacy Concern; Shopping Convenience; and Supply Chain | 0 |
| | Trust Development in Live Streaming Commerce: Interaction-Based Building Mechanisms and Trust Transfer Perspective | Chen, Y., Li, M., Chen, A., Lu, Y. | Consumer Trust; Live Streaming Commerce; Purchase Intention; Viewer-Streamer Interaction; and Viewer-Viewer Interaction | 1 |

Table 1. Articles reviewed (continued)

| | | | | |
|-----------------------|---|---|--|----|
| 2024 (15 articles) | Optimizing Live Streaming Engagement Through Store Atmospheric Cues: Exploring Prosocial Behavior and Social Comparison—insights from Streamers and Viewers | Lyu, J., Liang, Y.D., Vellore Nagarajan, D. | Atmospheric Cues; Live Streaming Platform; Prosocial Behavior; Semi-Structured Interviews; Social Comparison Theory; Streamers and Viewers | 0 |
| | Inducing Shoppers' Impulsive Buying Tendency in Live-Streaming: Integrating Signaling Theory with Social Exchange Theory | Luo, X., Cheah, J.-H., Lim, X.-J., Ramayah, T., Dwivedi, Y.K. | Customer Engagement; Impulsive Buying Tendency; Live-Streaming Commerce; PLS-SEM; Signaling Theory; and Social Exchange Theory | 3 |
| | Exploring How the Application of Live-Streaming in E-Commerce Influences Consumers' Trust-Building | Zhao, D., Yang, J., Zhao, C. | Authenticity; Interactivity; Live Streaming; Presence; Trust; and Visual Appeal | 0 |
| | The Determinants that Impact Customer Purchase Intention in the Context of Exercise Equipment Live Streaming | Xue, Y., Ma, L. | Consumer Purchase Intentions; E-Commerce Live Streaming; Fitness Equipment; and Grounded Theory Methodology | 0 |
| | The Sales Impacts of Traffic Acquisition Promotion in Live-Streaming Commerce | Zhang, W., Liu, C., Ming, L., Cheng, Y. | Backfiring Effect; Live Streaming; Lucky Draw; Sales Effects; and Social Commerce | 4 |
| | Channel Choice in Live Streaming Commerce | Li, Y., Ning, Y., Fan, W., Kumar, A., Ye, F. | Channel Choice; Cross-Channel Spillover; Live Streaming; Self-Run Live Streaming; and Third-Party Live Streaming | 0 |
| | Evaluation of China's Live-Streaming E-Commerce Industry Policies Based on a Three-Dimensional Analysis Framework | Wang, B., Tong, C., Chen, T., Yang, J., Cong, G. | China; Commerce; COVID-19; Humans; Industry; Internet; and SARS-CoV-2 | 0 |
| | Assessment of Customers' Evaluations of Service Quality in Live-Streaming Commerce: Conceptualizing and Testing a Multidimensional and Hierarchical Model | Ho, C.-I., Liu, Y., Chen, M.-C. | Live-Streaming Commerce; Multidimensional and Hierarchical Model; Quality Measurement; and Service Quality | 0 |
| | Live Streaming as an Interactive Marketing Media: Examining Douyin and its Constructed Value and Cultural Preference of Consumption in E-Commerce | Pun, B.L.F., Fung, A.Y.H. | Creative Labor; Douyin; Douyin Celebrities; Interactive Marketing; and Live-Streaming E-Commerce | 2 |
| | Study on the Weightings of Evaluation Indicators for Factors Influencing Eastern and Western Consumers' Purchase Intentions in Live Streaming E-Commerce Based on the Triangular Fuzzy Number | Zhao, R., Chiu, T.P. | Consumer Behaviors; Eastern and Western Consumers; Live-Streaming Shopping; and Purchase Intention | 0 |
| 2023 (18 articles) | Research and Application Flow-Based Live-Streaming Shopping Towards Compulsive Buying | Ye, M., Ching, T.C. | Artificial Neural Network (ANN); E-Commerce; Flow Experience; Live Streaming; and Stimulus-Organism-Response (SOR); Structural Equation Modeling (SEM) | 0 |
| | Formation Mechanism of Consumers' Purchase Intention in Multimedia Live Platform: A Case Study of Taobao Live Resale or Agency Sale? Equilibrium Analysis on the Role of Live Streaming Selling | Liu, J., Zhang, M. | Consumers' Purchase Intention; E-Commerce Live Stream; Multimedia; and Trust | 10 |
| | Strategic Product Showcasing Mode of E-Commerce Live Streaming | Hao, C., Yang, L. | Agency Sale; Consumer Returns; Live Streaming Selling; Resale; and Supply Chain Management | 74 |
| | Live-Streaming Selling Modes on a Retail Platform | Xin, B., Hao, Y., Xie, L., Xin, B., Hao, Y., Xie, L. | E-Commerce Live Streaming; Fixed Participation Fee; Multiple Dilemmas; Product Showcasing; and Stackelberg Game | 38 |
| | How Does Online Streaming Reform E-Commerce? An Empirical Assessment of Immersive Experience and Social Interaction in China | Zhang, W., Yu, L., Wang, Z. | Live-Streaming Selling; Promotional Effort; Retail Platform; and Streamer | 35 |
| | Understanding the Relationship Between IT Affordance and Consumers' Purchase Intention in E-Commerce Live Streaming: The Moderating Effect of Gender | Shiu, J.Y., Liao, S.T., Tzeng, S.-Y. | - | 18 |
| | | Xiong, J., Wang, Y., Li, Z. | E-Commerce Live Streaming; IT Affordance; and Purchase Intention | 11 |

Table 1. Articles reviewed (continued)

| | | | | |
|-----------------------|---|--|---|-----|
| 2023 (18 articles) | Live Streaming Shopping as A new retail Format: Insights from a qualitative Study of Consumers and Retailers | Picot-Coupey, K., Bouragba, Y., Collin Lachaud, I., Gallarza, M.G., Ouazzani, Y. | Format; Live Streaming Shopping (LSS); Motivations; and Omnichannel Journey | 4 |
| | Enhance Consumer Experience and Product Attitude in E-Commerce Live Streaming: Based on the Environmental Perspective | Peng, X., Ren, J., Guo, Y. | E-Commerce Live Streaming; Perceived Depth; Perceived Distance; Product Attitude; and Space Perception | 2 |
| | Research on the Customer Repurchase Behavior in Live Streaming: Cases from China's E-Commerce Platforms | Yao, J., Chen, H. | Consumer Satisfaction; Customer Delivered Value; E-Commerce Live-Streaming; Model of Structural Equations; Repurchases Tendency | 0 |
| | A Comprehensive Bibliometric Analysis of Live Streaming Commerce: Mapping the Research Landscape | Mai, X., Sheikh Ahmad, F., Xu, J. | Bibliometric Analysis; Digital Commerce; Live Streaming Commerce; and Livestreaming Platform | 1 |
| | Live Stream Marketing and Consumers' Purchase Intention: An IT Affordance Perspective Using the S-O-R Paradigm | Zhang, L., Chen, M., Zamil, A.M.A. | IT Affordance; Live Marketing; Purchase Intention; Social Commerce; and SOR | 15 |
| | A Multi-Criteria Group Decision-Making Method for Risk Assessment of Live-Streaming E-Commerce Platform | Su, J., Wang, D., Zhang, F., Xu, B., Ouyang, Z. | Decision-Makers' Professionalism; Live-Streaming E-Commerce Platform; Multi-Criteria Group Decision-Making; and Risk Assessment | 10 |
| | Research on Coordination in a Dual-Channel Green Supply Chain Under Live Streaming Mode | Chen, T., Zhou, R., Liu, C., Xu, X. | Bargaining Problem; Coordination; Green Degree; and Sales Effort | 4 |
| | Multidimensional Evaluation of Consumers' Shopping Risks Under Live-Streaming Commerce | Li, H., Wang, Z., Yuan, Z., Yan, X. | Cloud Model; Consumers' Shopping Risks; Intuitionistic Fuzzy Analytic Hierarchy Process; Live-Streaming Commerce; and Sustainable Development | 2 |
| | The Effects of Trust, Perceived Risk, Innovativeness, and Deal Proneness on Consumers' Purchasing Behavior in the Livestreaming Social Commerce Context | Sun, X., Pelet, J.-É., Dai, S., Ma, Y. | Decision Making Process; Economic Growth; Live Streaming Shopping; Online Consumer; Social Commerce; and TAM3 | 5 |
| | Research on Interactive Experience Design of E-Commerce Livestreaming Based on Interaction Ritual Chains—Taking Taobao Livestreaming Platform as an Example | Wang, Z., Chen, H. | E-Commerce Livestreaming; Experience Design; Interactive Design; and Interactive Ritual Chain | 0 |
| 2022 (12 articles) | How Live Streaming Changes Shopping Decisions in E-Commerce: A Study of Live Streaming Commerce | Wang, Y., Lu, Z., Cao, P., Wang, H., Wattenhofer, R. | Consumer Decision-Making Process; Decision Support Systems; E-Commerce; and Live Streaming | 42 |
| | Manufacturers' Social E-Commerce Channel Selection Strategy with Social Popularity Concern | Zhou, Y., Wang, S., Hu, Y. | Dual-Channel Supply Chain; Game Theory; Live Streaming; and Social E-Commerce | 6 |
| | Investigating Switching Intention of E-Commerce Live Streaming Users | Ye, D., Liu, F., Cho, D., Jia, Z. | E-Commerce Live Streaming; Push-Pull-Mooring Model; Structural Equation Modeling; and Switching Intention | 17 |
| | How Customer Engagement in the Live-Streaming Affects Purchase Intention and Customer Acquisition, E-Tailer's Perspective | Zheng, R., Li, Z., Na, S. | Customer Acquisition; Customer Engagement; E-Tailers; Live Streaming; Purchase Intention; and Retailing | 102 |
| | Investigating the Live - Streaming Sales from the Perspective of the ecosystem: The Structures, Processes and Value Flow | Xue, J., Liu, M.T. | Endorsement; Live Streaming Sales (LSS); LSS Ecosystem; Multi-Channel Networks (Mcns); and Social Media Influencer | 27 |
| | Research Economic Impact of Big Data Technology on Sustainable Production and Consumption in Live Streaming E-Commerce Consumer Behaviors | Min, Y., Tan, C.C. | Live Streaming; E-Commerce; Neural Network (NN); Stimulus-Organism-Behavior-Consequence; Structural Equation Modeling (SEM); Sustainable Production and Consumption (SPC) | 2 |
| | Research on the Impact of Marketing Strategy on Consumers' Impulsive Purchase Behavior in Livestreaming E-Commerce | Chen, B., Wang, L., Rasool, H., Wang, J. | COVID-19; E-Commerce Live Streaming Shopping; Impulsive Purchase Behavior; Marketing Strategy; and People-Product-Place | 25 |

Table 1. Articles reviewed (continued)

| | | | | |
|-----------------------|---|--|---|-----|
| 2022 (12 articles) | Marketing by Live Streaming: How to Interact with Consumers to Increase Their Purchase Intentions | Liu, F., Wang, Y., Dong, X., Zhao, H. | Consumer Conformity; Experience Product; Live Streaming; Purchase Intention; Search Product; and Social Presence | 24 |
| | What Drives Consumer Purchasing Intention in Live Streaming E-Commerce? | Qing, C., Jin, S. | Live Streaming E-Commerce; Perceived Ease of Use; Perceived Trust; Perceived Usefulness; Perceived Value; Purchasing Intention; and Quality | 21 |
| | Improving Consumer Stickiness in Livestream E-Commerce: A Mixed-Methods Study | Shen, L., Zhang, Y., Fan, Y., Chen, Y., Zhao, Y. | Expectation Confirmation Theory; Livestream E-Commerce; Mixed-Methods Study; Playfulness; Smartpls; and Stickiness | 6 |
| | How to Use Live Streaming to Improve Consumer Purchase Intentions: Evidence From China | Ma, L., Gao, S., Zhang, X. | Engagement; Entertainment; Interactivity; Live-Streaming Commerce; Professionalization; Psychological Mechanism; Purchase Intentions; Visualization | 49 |
| 2021 (8 articles) | China Livestreaming E-Commerce Industry Insights | Si, R., Tang, M., Song, X., Li, Y., Li, L. | Celebrity Merchandising; Explosive Conversion; Explosive Marketing Methods; Familiar Recommendation; Live Preview; Live Shopping; Mcn Operations; Scene Immersion; Short Video Live Streaming; Streamer Structure; Taobao Live Streaming; and Tv Shopping | 18 |
| | How Social Presence Influences Impulse Buying Behavior in Live Streaming Commerce? The Role of S-O-R Theory | Ming, J., Jianqiu, Z., Bilal, M., Akram, U., Fan, M. | Flow Theory; Impulsive Buying Behavior; Live Streaming Commerce; Presence; S-O-R Theory; and Social Presence | 169 |
| | Effects of Customer Trust on Engagement in Live Streaming Commerce: Mediating Role of Swift Guanxi | Guo, L., Hu, X., Lu, J., Ma, L. | Customer Engagement; Customer Trust; Live Streaming Commerce; and Swift Guanxi | 156 |
| | The Impact of Live Video Streaming on Chinese Consumers' Product Preference: A Construal Level Perspective | Huang, J., Chuin, T.P. | Construal Level; Country of Origin; Live Video Streaming; Product Preference; and Psychological Distance | 0 |
| | Consumer Choices in Live Streaming Retailing, Evidence from Taobao E-Commerce | Fu, W. | Consumer Behaviour; E-Commerce; Live Streaming Retailing; Marketing; and Retailing | 1 |
| | The Live Streaming Shopping: A New Industrial Ecology in China | Zhang, T., Qian, J., Sun, X., Ma, D., Yuan, Y. | Industrial Ecology; Live Streaming Shopping; and Online Retailing | 2 |
| | The Evolution and Value Chain Decomposition of Live Streaming Shopping | Zhang, T., Qian, J., Sun, X., Ma, D., Yuan, Y. | Distribution Channels; Live Streaming Shopping; Online Retailing; and Supply Chain | 0 |
| | Live-Streaming Shopping in China: An Interpretation from the Perspective of Major Market Participants | Zhang, T., Qian, J., Sun, X., Ma, D., Yuan, Y. | Distribution Channels; Live Streaming Shopping; Online Retailing; and Supply Chain | 1 |
| 2020 (2 articles) | A Study on the Influence of E-Commerce Live Streaming on Consumer's Purchase Intentions in Mobile Internet | Yin, S. | Consumer's Purchase Intentions; E-Commerce Live Streaming; and Mobile Internet | 17 |
| | Influences on Livestreaming Usage in China: Contents, Motivations, and Engagements | Yang, Y. | Content; Engagement; Live Streaming; Motivation | 3 |

As illustrated in Table 1, there has been a surge in academic interest in digital shopping methods that have been adopted in response to the COVID-19 pandemic. This surge began in 2021 and has continued to grow in subsequent years. This trend persisted in 2022, with 12 articles published, and reached a peak

in 2023 with 18 articles, as researchers sought to understand the evolving dynamics of consumer behavior and marketing strategies within live-streaming commerce. In 2024, there was an apparent shift in focus within literature towards more nuanced aspects of live-streaming e-commerce, including the

interplay between consumer trust, technological advancements, and policy implications. To more precisely visualize this progression, Fig. 4 presents the number of papers published annually. This offers a clearer depiction of the growing scholarly attention devoted to this field. This systematic review underscores the significant role of live-streaming commerce in shaping global retail standards and highlights the necessity for ongoing research to explore its multifaceted impacts on consumer behavior and market dynamics.

Table 2 Clusters of Terms
Source: Own Elaboration

| Clusters | Terms | Occurrences | Reference |
|-------------------------|-----------------------------|-------------|-----------|
| Cluster 1 (12 items) | Behavior | 20 | 0.25 |
| | Consumer Purchase Intention | 8 | 0.74 |
| | Customer | 6 | 0.52 |
| | E-Commerce | 51 | 0.18 |
| | E-Commerce Quality | 6 | 1.01 |
| | Intention | 13 | 0.44 |
| | Live Commerce | 8 | 0.55 |
| | Path | 8 | 0.97 |
| | Service Quality | 9 | 0.39 |
| | Shopping | 11 | 0.13 |
| | Social Commerce | 5 | 0.15 |
| | Trust | 13 | 0.25 |
| Cluster 2 (10 items) | Channel | 13 | 2.83 |
| | Consumer | 48 | 0.15 |
| | Decision | 11 | 1.93 |
| | Firm | 6 | 3.09 |
| | Live-streaming Commerce | 7 | 0.66 |
| | Manufacturer | 5 | 4.57 |
| | Price | 11 | 3.65 |
| | Product | 12 | 1.62 |
| Cluster 3 (7 items) | Streamer | 13 | 1.15 |
| | Supply Chain | 7 | 4.39 |
| | China | 31 | 0.26 |
| | Experience | 12 | 0.41 |
| | Immersive Experience | 8 | 1.09 |
| Cluster 4 (4 items) | Influence | 11 | 0.56 |
| | Interactivity | 8 | 0.65 |
| | Social Interaction | 8 | 1.09 |
| | Traditional E-Commerce | 6 | 0.26 |
| Cluster 5 (4 items) | E-Commerce Platform | 7 | 1.45 |
| | Engagement | 9 | 0.27 |
| | Platform | 20 | 0.47 |
| Cluster 6 (2 items) | Retailer | 5 | 1.90 |
| | Impact | 14 | 0.17 |
| | Interaction | 10 | 0.88 |
| (4 items) | Purchase Intention | 15 | 0.55 |
| | Social Presence | 6 | 1.22 |
| Policy Tool | 6 | 2.38 | |
| Term | 5 | 2.37 | |

3.3. Bibliometric analysis

In this present study, co-citation network analysis was selected as the primary analytical technique to map the intellectual structure of the field, which is central to a systematic literature review. In contrast to the approaches of co-authorship or co-occurrence analysis, the focus of co-citation analysis is on the way articles are cited in conjunction. This method discloses the foundational and influential works in the field by demonstrating which sources are frequently referenced in the same studies. The identification of these co-cited clusters enabled the discernment of the main thematic areas, key concepts, and theoretical underpinnings that shape the research landscape on China's live-streaming e-commerce.

This approach was specifically selected to address first two research questions in this present study: (1) What are the primary factors that drive the growth of live-streaming e-commerce in China? and (2) How do the interactive and immersive features of this model influence consumer behaviour, particularly regarding engagement and impulse buying? The co-citation network analysis facilitated the visualization of clusters of research, including those related to consumer behaviour, trust, and social presence, and comprehension of their interconnections. The visual and thematic mapping provided a deeper comprehension of the relationships between the various factors and their influence on consumer behaviour, which would not have been as clear with other bibliometric methods. The clustering of terms related to "consumer behaviour," "trust," and "social presence" directly reveals the key drivers sought to be identified.

VOSViewer software was utilized to conduct a bibliometric analysis of the existing literature on live-streaming e-commerce. Fig. 5 illustrates a co-citation network, where each node represents a cited reference, and the edges between nodes indicate the strength of the co-citation relationship.

The bibliographic map was created based on text data, with RIS type data source read from reference manager files. The extracted terms included title and abstract fields, and structured abstract labels and copyright statements were ignored, counted in full counting method. The minimum number of occurrences of required for a term was set at five. This resulted in 53 out of 875 terms meeting the required threshold. A total of 39 terms were then selected and divided into six clusters, as presented in Table 2, which summarizes the main thematic groupings and their frequencies.

3.4. Network analysis

- Cluster 1: Behavior, Consumer Purchase Intention, Customer, E-Commerce, E-Commerce Quality, Intention, Live Commerce, Path, Service Quality, Shopping, Social Commerce, Trust

The connection among these terms emphasizes the interplay between consumer behavior and their purchase intentions within the realm of e-commerce, particularly in live commerce settings. Consumer behavior is influenced by various factors, including the perceived quality of e-commerce platforms and the service quality provided during shopping experiences. Trust emerges as a critical element, given its impact on customers' perception of e-commerce quality and their subsequent intentions to purchase. In the context of live commerce,

characterized by the prevalence of social interactions, the dynamics of social commerce further enhance consumer engagement, leading to increased purchase intentions. The pathway from consumer behavior to purchase intention is

determined by these interconnected factors, highlighting the importance of creating a trustworthy and high-quality shopping environment to foster positive consumer experiences (Mai et al., 2023; Sun et al., 2023; Qing & Jin, 2022).

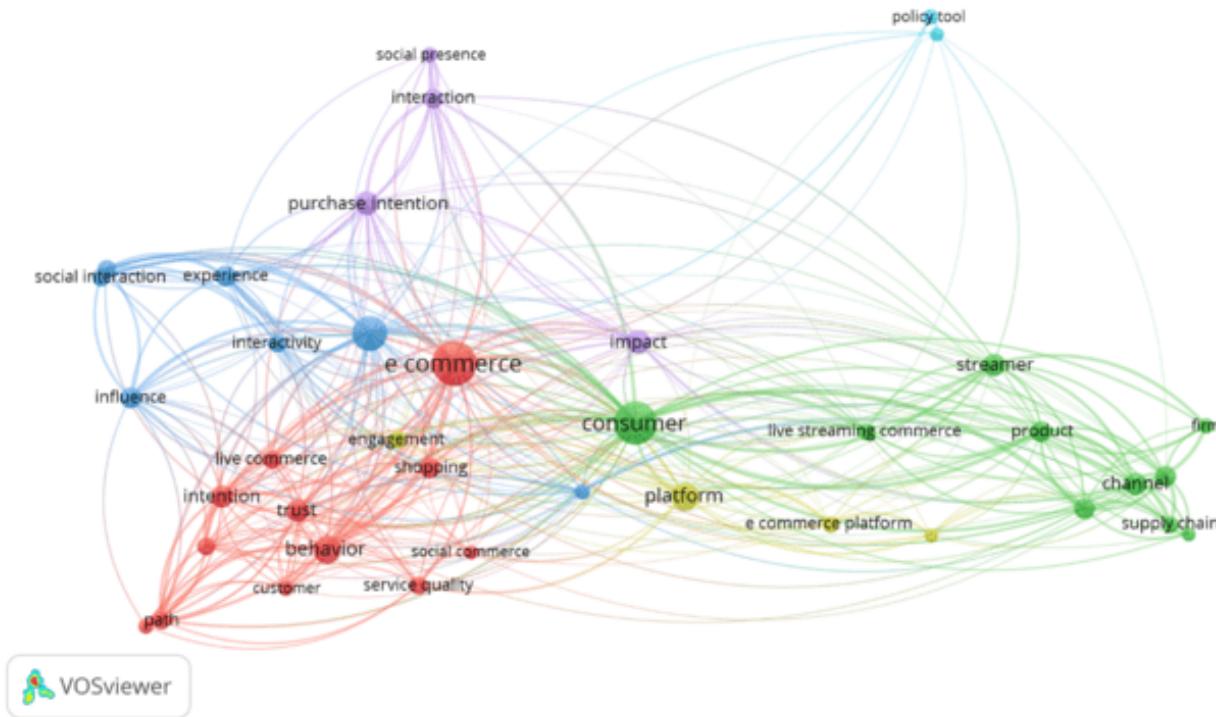


Fig. 5. Bibliographic map

Source: Own elaboration

b. Cluster 2: Channel, Consumer, Decision, Firm, Live-streaming Commerce, Manufacturer, Price, Product, Streamer, Supply Chain

The cluster of studies illustrates the multifaceted nature of live-streaming commerce as a channel for consumer decision-making. The interaction between consumers and streamers plays a significant role in influencing purchasing decisions, as streamers often serve as intermediaries between manufacturers and consumers. The pricing strategies employed by firms in live-streaming commerce can directly impact consumer choices, while the quality of the product offered can have a significant impact on decisions. The dynamics of the supply chain are also crucial, as they determine efficiency with which products are delivered to consumers. In turn, this affects overall satisfaction and the frequency of repeat purchases. Thus, the integration of these elements underscores the complexity of decision-making processes in live-streaming commerce (Wang et al., 2022; Liu et al., 2022; Picot-Coupey et al., 2023).

c. Cluster 3: China, Experience, Immersive Experience, Influence, Interactivity, Social Interaction, Traditional E-Commerce

This cluster focuses on the unique characteristics of live-streaming commerce in China, where immersive experiences and interactivity play pivotal roles. The influence of social interaction in live-streaming settings has been demonstrated to enhance the overall consumer experience, differentiating it from traditional e-commerce. In this context, consumers engage more deeply with products and brands, leading to heightened emotional responses and increased purchase intentions. The immersive nature of live streaming allows consumers to interact

with streamers and other viewers in real-time, building a sense of community and shared experience that is frequently not found in traditional e-commerce. This transition towards a more interactive shopping experience reflects the evolving landscape of consumer behavior in China (Ming et al., 2021; Li et al., 2023; Shiu et al., 2023).

d. Cluster 4: E-Commerce Platform, Engagement, Platform, Retailer

The terms in this cluster highlight the critical role of e-commerce platforms in facilitating consumer engagement. Retailers leverage these platforms to create engaging shopping experiences that capture consumer attention and encourage interaction. The effectiveness of an e-commerce platform is frequently measured by its capacity to foster engagement through features such as live-streaming, chat functionalities, and personalized recommendations. This engagement is crucial for driving sales and building long-term relationships with consumers. In the context of evolving platforms, it is pivotal for these entities to demonstrate a capacity for continuous adaptation to meet the dynamic preferences of consumers to ascertain that engagement remains a priority in their strategies (Ye & Ching, 2023; Chen et al., 2023; Shen et al., 2022).

e. Cluster 5: Impact, Interaction, Purchase Intention, Social Presence

This cluster emphasizes the significant impact of interaction and social presence on consumer purchase intentions in live-streaming commerce. The level of interaction between consumers and streamers, as well as among consumers themselves, creates a dynamic shopping environment that can

enhance the overall experience. Social presence, defined as the feeling of being with others in a virtual space, plays a vital role in fostering trust and emotional connections, which in turn influence purchase intentions. The degree to which consumers feel engaged during live-streaming sessions has been shown to be a significant predictor of the likelihood of making purchases, highlighting the importance of interactive features in driving sales (Zhou et al., 2022; Zhang et al., 2023).

4. Discussion

4.1. Synthesis of Key Findings

The systematic review of the literature about China's live-streaming e-commerce market revealed several key insights. As indicated by the bibliometric analysis and the clustering of terms depicted in Fig. 5, the most prominent theme was the transformative impact on consumer behavior and purchase decisions, which aligns with Cluster 1.

The rise of live-streaming commerce has significantly transformed consumer behavior and purchase decisions. Live-streaming platforms offer a more immersive and interactive shopping experience, fostering a stronger emotional connection between consumers and streamers. This transformation is supported by various studies that highlight the significance of social presence and interactivity in enhancing consumer engagement and purchase intentions. For instance, Ming et al., (2021) discuss how social presence in live-streaming commerce can influence impulse buying behavior, suggesting that the emotional connection formed during live interactions can lead to increased purchase intentions. Furthermore, Zhang et al., (2023) emphasized the role of IT affordance in live-streaming marketing, indicating that the technological capabilities of these platforms facilitate a more engaging shopping experience, which is crucial for driving consumer interest and sales. The qualitative insights provided by Picot-Coupey et al., (2023) revealed that live-streaming shopping is emerging as a new retail format that significantly differs from traditional e-commerce. This paradigm shift is characterized by an enhancement in interactivity, thereby enabling consumers to engage directly with streamers, and then creates a more personalized shopping experience. The bibliometric analysis conducted by Mai et al., (2023) further underscores the growing body of literature focused on live-streaming commerce, indicating its prospective influence on consumer behavior and marketing strategies. As live-streaming commerce continues to evolve, the integration of immersive experiences and social interactions clearly will play a pivotal role in shaping future consumer purchasing decisions.

The analysis further revealed that the effectiveness of live streaming in driving consumer engagement and purchase intentions is determined by various factors, a concept well-represented in Cluster 2 and Cluster 4. These factors include the quality of the e-commerce platform, the charisma and trustworthiness of the streamer, the perceived value and quality of the products, and the pricing strategies employed by the firms. Research indicates that the quality of the e-commerce platform plays a critical role in shaping consumer experiences and their subsequent purchase intentions. For instance, Zhang et al., (2023) highlighted that the affordance of live-streaming platforms significantly impacts consumer engagement, which is essential for driving purchase intentions. Furthermore, the

charisma and trustworthiness of the streamer are pivotal; Li et al., (2023) noted that live broadcasters can minimize product uncertainty and cultivate trust, thereby enhancing consumer purchase intentions. Moreover, the perceived value and quality of the products showcased during live streams are crucial in influencing consumer decisions. Ming et al., (2021) emphasized that social presence in live-streaming commerce can enhance impulse buying behavior. The study suggests that consumers are more inclined to purchase when they perceive a sense of connection to both the streamer and the products being presented. Pricing strategies also play a vital role, as they can affect consumers' perceptions of value and influence their purchasing decisions. This is directly tied to the "trust" and "service quality" terms found in Cluster 1.

The discussion of China's unique market dynamics is also a core finding of the review, as highlighted by Cluster 3. Live-streaming commerce in China has become a mainstream sales channel, with consumers increasingly demonstrating a preference for this medium over traditional e-commerce platforms. This shift can be attributed to the heightened interactivity and social presence offered by live-streaming settings, which have been instrumental in shaping consumer behavior.

The terms "Immersive Experience" and "Social Interaction" in Cluster 3 underscore this finding. Research indicates that the immersive nature of live streaming enhances consumer engagement, as it allows for real-time interaction between consumers and streamers, fostering a sense of community and connection. For instance, Shen et al., (2022) emphasized that the interactive elements of live streaming contribute to consumer stickiness, making them more likely to return to these platforms for future purchases. Furthermore, the quality of the e-commerce platform plays a critical role in this transformation. Zhang et al., (2023) highlighted the effectiveness of live streaming as a marketing tool is closely linked to the platform's capacity to facilitate engaging and seamless shopping experiences. The perceived value and quality of products demonstrated during live streams also significantly influence consumer purchase intentions, as consumers are more likely to buy when they feel confident in the product's quality and the streamer's credibility (Sun et al., 2023). The pricing strategies employed by firms in live-streaming commerce can also enhance consumer attraction, as competitive pricing combined with engaging content can lead to increased sales (Liu et al., 2022).

Finally, the analysis of policy and regulation, represented by Cluster 6, is a key insight. Live-streaming commerce offers numerous opportunities for retailers and brands; however, it must also introduce significant regulatory challenges that must be addressed to ensure consumer protection and fair practices in this rapidly evolving market. As highlighted by Mai et al., (2023), the growth of live-streaming commerce necessitates a comprehensive comprehension of its implications, including the necessity for effective regulatory frameworks that can adapt to the unique characteristics of this sales channel. Policymakers must consider the dynamic nature of live streaming, where interactions between consumers and streamers can induce purchasing decisions and consumer trust. The qualitative insights from Picot-Coupey et al., (2023) emphasize that while live-streaming offers engaging shopping experiences, it also raises concerns regarding transparency and accountability. As consumers increasingly turn to live-streaming platforms to

satisfy their shopping needs, the potential for misleading practices or inadequate consumer protections becomes a pressing issue. This assertion is further supported by the findings of Ye & Chai Ching (2022), indicating that the perceived risks associated with live-streaming commerce, such as product authenticity and after-sales service, necessitate thorough regulatory oversight. Moreover, the rapid expansion of live-streaming commerce in China, as noted by Zhang et al., (2023), underscores the urgency for policymakers to establish guidelines to protect consumers while fostering innovation in this sector. The integration of technology, such as AI and data analytics, has the potential to enhance the shopping experience. Nevertheless, this development also raises a concern about data privacy and security. Therefore, a balanced approach that promotes growth while safeguarding consumer interests is essential for the sustainable development of live-streaming commerce.

The live-streaming e-commerce market in China has emerged as a powerful force in shaping global retail standards, characterized by its unique features and innovative approaches for consumer engagement. This transformation is primarily driven by the interactive nature of live streaming, which fosters real-time engagement between consumers and streamers, thereby enhancing the overall shopping experience. As demonstrated in the research by Shen et al., (2022), the immersive qualities of live streaming significantly improve consumer stickiness, making them more likely to return to these platforms for future purchases. Additionally, the charisma and trustworthiness of streamers, as highlighted by Guo et al., (2021), play a crucial role in influencing consumer purchase intentions. The researchers found that trust in broadcasters enhances consumer engagement and satisfaction. Moreover, the quality of the e-commerce platform itself is paramount in facilitating these interactions. Zhang et al., (2023) emphasized that the effectiveness of live streaming as a marketing tool is closely linked to the platform's capability to provide a seamless and engaging shopping experience. The rapid growth of live-streaming commerce in China, projected to rise from over 1.2 trillion RMB in 2020 to over 4.9 trillion RMB by 2023, underscores its potential impact on global retail practices (Zhang et al., 2023). Likewise, the integration of advanced technologies, such as AI and big data analytics, allows retailers to tailor their marketing strategies effectively, enhancing the perceived value of products and optimizing pricing strategies (Su et al., 2023). This adaptability is crucial in a market where consumer preferences are rapidly evolving. As live-streaming commerce continues to redefine the retail landscape, it sets new benchmarks for consumer engagement, trust, and interaction, influencing retail standards worldwide (Mai et al., 2023; Sun et al., 2023; Qing & Jin, 2022).

4.2. Theoretical implications

The theoretical implications of China's live-streaming e-commerce market reflect significant shifts in consumer behavior, marketing dynamics, and regulatory frameworks. One prominent aspect is the interactive nature of live streaming, which enhances consumer engagement and loyalty while challenging traditional e-commerce models that reliant upon static product information and limited interaction. This trend highlights a change in consumer preferences, with immersive shopping experiences and real-time engagement with sellers

becoming increasingly vital in prompting purchase decisions. Research by Shen et al., (2022) underscores this dynamic, noting that the real-time interactions enabled by live-streaming substantially boost consumer retention and satisfaction. Zhang et al., (2023) further affirmed that the unique affordances of live-streaming platforms foster more engaging shopping experiences, playing a pivotal role in shaping consumer behavior.

Another critical theoretical implication lies in the role of streamers' charisma and trustworthiness in driving consumer purchase intentions, emphasizing the growing significance of "social commerce." This trend poses a challenge to conventional marketing approaches typically focused on brand-centric advertising and signals the need for more personalized, relationship-driven consumer engagement strategies. Guo et al., (2021) highlighted the potential of trust in streamers to enhance consumer engagement, thereby increasing the probability of purchases. This shift toward influencer-driven marketing strategies affiliates with a broader consumer trend favoring personal connections and authenticity over traditional brand messaging, marking a transformative change in how businesses approach marketing and customer relationships.

The integration of advanced technologies such as Artificial Intelligence (AI) and big data analytics further demonstrates the evolving nature of live-streaming commerce. These tools enable retailers to leverage data-driven insights to optimize shopping experiences, pricing strategies, and overall marketing effectiveness. Su et al., (2023) emphasized that such technologies enable businesses to tailor their offerings to match consumer preferences, thereby enhancing the personalization and relevance of shopping experiences. Beyond the realm of operational efficiency, this integration has potential to enhance consumer interactions, fostering deeper engagement and satisfaction while redefining the boundaries of modern retail.

The rapid expansion of live-streaming e-commerce introduces significant regulatory challenges. To address these challenges. It is important to have a deep comprehension of the distinctive features of this sales channel, particularly concerning consumer protection, data privacy, and fair-trading practices. Mai et al., (2023) highlighted the necessity of adaptive policy frameworks to manage the complexities of this emerging market. Policymakers must navigate issues such as transparency, accountability, and consumer rights to ensure sustainable growth while fostering innovation. By developing regulatory measures that balance these priorities, authorities can support the continued evolution of live-streaming commerce as a transformative force in the retail industry.

Building upon these insights, future research should further examine how evolving regulatory frameworks interact with consumer trust and technological innovation in live-streaming e-commerce. It is recommended that scholars explore cross-cultural comparisons to determine whether the Chinese model can be effectively replicated in different institutional and cultural contexts. In addition, longitudinal studies that monitor changes in consumer behavior over time would offer valuable perspectives on the sustainability of current trends. Finally, future inquiries could address the ethical dimensions of live-streaming commerce, including data privacy, algorithmic transparency, and the long-term social consequences of influencer-driven consumption. Such directions will enrich the theoretical development of the field and provide a more comprehensive understanding of its global implications.

4.3. Practical implications

The theoretical implications of China's live-streaming e-commerce market are multifaceted and reveal significant shifts in consumer behavior, marketing strategies, and regulatory considerations. A pivotal aspect is the interactive nature of live streaming, which has been demonstrated to enhance consumer engagement and retention. This development poses a challenge to traditional e-commerce models that rely on static product information and limited interaction. This shift underscores the growing consumer preference for immersive shopping experiences and real-time engagement with sellers, both of which play a critical role in driving purchase decisions. Shen et al., (2022) highlighted that dynamic interactions facilitated by live-streaming significantly enhance consumer retention and satisfaction. Furthermore, Zhang et al., (2023) emphasized that the affordances provided by live-streaming platforms enable more engaging shopping experiences, further determining consumer behavior.

Another crucial theoretical implication is the influence of streamers' charisma and trustworthiness on consumer purchase intentions, underscoring the rising importance of "social commerce." This trend also poses a challenge to traditional marketing approaches that are highly reliant upon brand-centric advertising, suggesting an urgency for a more personalized and relationship-driven approach to consumer engagement. Guo et al., (2021) illustrated how trust in streamers can enhance consumer engagement and increase the probability of purchase, reflecting a broader trend in consumer preferences prioritizing personal connections and authenticity over conventional brand messaging. The increasing reliance on influencer-driven marketing strategies highlights the evolving dynamics of consumer-brand relationships in the context of live-streaming e-commerce.

The integration of advanced technologies, such as Artificial Intelligence (AI) and big data analytics, further demonstrates the transformative nature of live-streaming commerce. These technologies enable retailers to optimize shopping experience, pricing strategies, and overall marketing effectiveness by leveraging data-driven insights. Su et al., (2023) discussed how such tools allow for the tailoring of offerings based on consumer behavior and preferences, thereby enhancing the relevance and personalization of the shopping experience. Beyond enhancing operational efficiency, this technological integration has been shown to enrich consumer interactions, fostering deeper engagement and satisfaction.

Finally, the rapid growth of live-streaming commerce presents significant regulatory challenges that require a comprehensive understanding of the unique characteristics of this innovative sales channel. Issues such as consumer protection, data privacy, and fair-trading practices necessitate adaptive policy frameworks to address the complexities of this evolving market. Mai et al., (2023) highlighted the significance of developing regulatory measures that balance innovation with the protection of consumer rights. Policymakers must consider the implications of live streaming on consumer trust and market transparency to confirm a sustainable growth trajectory for this emerging retail format.

5. Conclusion

5.1. Summary of key findings

The emergence of China's live-streaming e-commerce market has been a transformative force, significantly

influencing global retail standards. The format's interactive and immersive nature has proven highly engaging for consumers, fostering greater customer stickiness and loyalty. This innovative approach to retail has reshaped traditional consumer experiences, emphasizing real-time interactions and personalization.

One of the key insights from existing research is the ability of live streaming to optimize consumer engagement and retention. The real-time interactions between streamers and viewers, coupled with personalized shopping experiences, create a dynamic environment that encourages repeat purchases and builds lasting consumer relationships. It is evident that enhancing engagement is a pivotal strategy for live-streaming platforms to drive consumer loyalty, a crucial factor in the competitive e-commerce landscape.

Another important finding is the role of influencer marketing strategies in live-streaming e-commerce. The findings of this study demonstrated that streamers' charisma and trustworthiness have a significant impact on consumer purchase intentions, thus underscoring the growing importance of integrating influencer-driven approaches into e-commerce operations. This shift highlights the value of authenticity and personal connections in shaping consumer decisions, moving away from conventional brand-centric marketing tactics.

Advanced technologies, such as Artificial Intelligence (AI) and big data analytics, play a pivotal role in the success of live-streaming e-commerce. These tools enable retailers to gather valuable insights into consumer behavior, optimize pricing strategies, and streamline inventory management. By leveraging these technologies, businesses can enhance their operational efficiency while tailoring their offerings to meet consumer preferences more effectively.

Despite its rapid growth, the live-streaming e-commerce market faces significant regulatory challenges. As this innovative retail format evolves, businesses must navigate complex and changing regulatory frameworks to ensure compliance and maintain consumer trust. It is critical to address issues related to transparency, data privacy, and fair practices for sustaining growth and fostering confidence in this dynamic sector.

5.2. Limitations

While this present study provides valuable insights into the role of live-streaming e-commerce in shaping global retail standards, it is important to acknowledge several limitations. Firstly, the review exclusively relied on the Scopus database as the primary source of literature. Despite its status as a comprehensive and widely recognized repository of peer-reviewed research, the exclusion of other databases such as Web of Science, ProQuest, or Google Scholar may have limited the scope of potentially relevant studies. Consequently, there is a risk that some pertinent contributions have not been captured, which could affect the completeness of the synthesis. Secondly, the analysis focused primarily on English-language publications, potentially overlooking valuable findings published in Chinese or other languages that are highly relevant to the topic. Thirdly, as with all systematic reviews, the selection and screening process may be subject to researcher bias despite the efforts to apply rigorous inclusion and exclusion criteria. These limitations should be considered when interpreting the findings, and they highlight the importance of incorporating multiple data

sources and linguistic perspectives in future reviews to provide a more comprehensive understanding of the phenomenon.

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