



Contents lists available at: <https://e-journal.unair.ac.id>

AJIM (Airlangga Journal of Innovation Management)

Journal homepage: <https://e-journal.unair.ac.id/AJIM>

Live Shopping and Consumers' Purchase Intention in E-Commerce: A Systematic Literature Review

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ARTICLE INFO

Paper Type:

Review Paper

Keywords:

Live Streaming Shopping; Purchase Intention; Systematic Literature Review

Article History

Received: 10-03-2025

Revised: 24-03-2025

Accepted: 30-03-2025

Available online: 13-04-2025

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ABSTRACT

The advancement of technological development in the digital business world proliferates from time to time. The use of Internet networks for daily needs is increasing rapidly, especially for buying and selling transactions. Therefore, live shopping technology has emerged as a new shopping trend nowadays. This study used qualitative methodology by doing a literature review of 20 relevant international journals published between 2019 and 2023. The database used for this systematic literature review is Scopus. This study aims to define live-streaming shopping and purchase intention and find its influence on purchase intention from prior studies. This study aims to systematically review factors influencing consumers' purchase intention in live-streaming shopping. The findings indicate that live-streaming shopping significantly impacts viewers' purchase intention through various factors, including interactivity between viewers and streamers, engagement, trust, price, promotion strategies, influencers, and Key Opinion Leaders (KOL). Furthermore, the study reveals that most prior research in this area applied a quantitative approach using PLS-SEM or CB-SEM. However, existing literature suggests that future research should incorporate mixed-methodology to gain a more comprehensive understanding. This study contributes by highlighting the correlation between live-streaming shopping and purchase intention, as well as the dominant research methodologies used in previous studies. The findings provide valuable insights for businesses and researchers in understanding consumer behavior in live-streaming shopping environments.

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Cite this article as: Lestari, K.P.K, Rafiah, K.K., Arviansyah, M.R. (2025). Live Shopping and Consumers' Purchase Intention in E-Commerce: A Systematic Literature Review. *Airlangga Journal of Innovation Management*, 6(1), 171-183. <https://doi.org/10.20473/ajim.v6i1.70707>

Introduction

There has been a notable surge in the number of persons turning to online shopping in current years, largely attributed to the global impact of the pandemic (Yudha et al., 2024). This alteration has resulted in a substantial increase in the percentage of consumers worldwide who now make daily purchases through social commerce platforms on their mobile devices, reaching as high as 65% (Zakik et al., 2022). Businesses frequently use live streaming features on platforms to effectively showcase and sell their products, providing viewers with an opportunity to see the items in action (Yasser & Gayatri, 2023). In Indonesia, there has been a notable increase in the utilization of online markets for shopping since the COVID-19 pandemic happened. This shift in consumer behavior has particularly impacted the way they purchase goods.

Sellers had opportunities to promote their goods or services through marketplaces because of the evolution of online shopping. Some marketplaces utilize live stream selling to reduce uncertainty and build audience trust. Tokopedia, Shopee, and Lazada, as leading marketplaces in Indonesia currently utilize the live stream selling feature (Arisman & Imam, 2022). In Indonesia itself, 83.7% of Indonesians have watched live shopping. Shopee is the most used platform (57%), followed by TikTok (49%) and Instagram (22%) (Scuderia & Jakpat, 2024). As the growth of live streaming became an emerging trend, research in 2023 was conducted by the IPSOS Online Panel entitled "Live Streaming Commerce Trends for Sellers" which includes local brands and small-medium enterprises in Indonesia. This survey states that live-streaming shopping has increased sales by 73%, expanded the market size, and saved promotional costs by 64% giving them a chance for real-time interactive online sales with their potential customers (Alfarizi, 2024). This data confirms that live shopping has become a significant trend influencing Indonesians' consumption behavior.

Live-shopping e-commerce is a marketing strategy where sellers or their staff members, known as streamers, use platforms to escort online live-streaming (Sun et al., 2019). Through personal interactions and product samples, they provide consumers with information about products and encourage them to make a purchase. The newest thing in e-commerce is live streaming, which has opened up new shopping channels, methods, and experiences for customers (Hu & Chaudhry, 2020). A person who broadcasts internet videos in real-time is known as a "streamer," and this practice is known as live streaming. Streamers broadcast content integrated into the commodities offered when selling items like clothing and fashion live. The audience typically texts the streamers and other viewers to communicate. In addition to discussing its qualities and trying on the items of clothing, viewers can engage with the broadcasters by offering suggestions, posing queries, or making purchases (Chandruangphen et al., 2022). Live streaming is a popular tool used by small independent sellers to showcase their goods and make sales (Wongkitrungrueng & Assarut, 2020). The primary focus of live-streaming commerce has been on the elements influencing viewers' intention to buy and the traits of their buying behavior.

The majority of these studies have classified live-streaming behavior as either a psychological or management research problem (Liao et al., 2023; Qin et al., 2023; Sun et al., 2019). Studies on the elements influencing consumers' buying intention on live-streaming platforms have concentrated on live-streaming commerce behavior, which is regarded as a managerial matter. A study by Sun et al. (2019) as the first study of live-streaming shopping in social commerce uses IT Affordance (visibility, meta voicing, and shopping guidance), live-streaming engagement (immersion and presence), and purchase intention as variables. Another study from Liao et al. (2023) also uses immersion as the mediating variable between streamers' communication style and purchase intention. On the other hand, the Stimulus-Organism-Responses (SOR) Theoretical Framework is frequently used in live-streaming shopping studies for predicting variables that are used for exploration (Bawack et al., 2023; J. Guo et al., 2021; Ho et al., 2022a; Y. Wang et al., 2022; B. Zhang et al., 2023). Therefore, most of the studies use live-streaming shopping engagement factors as their main variables in the studies.

A person's knowledge and yearning to try its contents can also influence their intention to buy (Juliansyah et al., 2021). Customers can develop an impression of a product and decide whether it is appropriate for them to support their purchase intention by having adequate contact with streamers and other viewers (Huang & Lu, 2020). When a thing is purchased, the curiosity that results creates an impulse that grows embedded in the mind and turns into a beneficial action like purchasing (Loestefani et al., 2022). This study aims to define live-streaming shopping, and purchase intention, and find its influence on consumers' purchase intention from prior studies. There are still limited studies that conduct systematic literature reviews for the topic area of live-streaming shopping and purchase intention. By using the systematic literature review, this study can identify which studies state factors in the emerging trend of live-streaming shopping that influence purchase intention and enrich current studies.

Literature Review

Live Streaming Shopping

Live-streaming shopping integrates the elements of live-streaming technology and real-time social interaction to generate a greater multidimensional and fully replicated purchasing situation, bringing consumers a high-presence shopping and highly immersive experience (Sun et al., 2019). Live-streaming commerce is an innovative online services strategy that utilizes live-streaming technology for online promotions, which occurs throughout either an e-commerce platform integrated into live streaming services for instance, Taobao-Live, or a live-streaming platform integrated into an e-commerce transaction for instance TikTok-Live (M. Zhang et al., 2020).

Streamers are known as the person who broadcast the real-time live-streaming shopping. Content related to the products being sold is broadcast by the streamer, such as fashion clothing, and viewers typically engage with them and other viewers through text chat. Streamers may describe the products and try on the clothing, and viewers may engage with the streamers by offering suggestions, asking questions, or making purchases (Wongkitrungrueng & Assarut, 2020). The proliferation of social media has increased the role of influencers in live-streaming shopping, which contributes immensely to the enthusiasm of viewers and potential customers, hence, bringing out the latest marketing strategies.

The presence of influencers in promoting products can influence consumers' buying intention towards the displayed products. Influencers have a strategic role in shaping consumers' perceptions, attitudes, and purchasing decisions, thus contributing to changes in demand trends for a product (X. Wang et al., 2022). Live streaming shopping facilitates viewers to interact with the streamers through real-time interaction so viewers can get instant feedback (M. Zhang et al., 2020). LSS eases adequate interaction between buyers and streamers and boosts viewers' intention to buy, therefore sellers can minimize their effort for promotion (Huang & Lu, 2020).

Various factors that influence purchase intention in live-streaming shopping have been explored. A study that was conducted by Guo et al. (2021) presented that live-streaming features can directly impact consumers' purchase intention in the context of cross-border e-commerce. Viewers' purchase intention is also influenced by immersion and parasocial interaction as a mediating variable where streamers' communication style plays the role of the independent variable (Liao et al., 2023; Sun et al., 2019). Customers experience when shopping in live streaming positively affects purchase intention (Yu & Zhang, 2022). The research topic in live streaming shopping still developing while the researcher exploring various factors that can lead the viewers to make a purchase.

Purchase Intention

Purchase intention in this study was influenced by various factors based on the previous studies. From the Theory of Planned Behavior proposed by Ajzen (1991), intention is defined as the cognitive representation of people willing to do something and leading to the planning and execution of their behavior. Purchase intention describes a customer's plan and intention to buy the desired goods or services. Purchase intention in the context of live-streaming shopping refers to a customer's plan to buy goods or services from sellers through streaming (Ajzen, 1991). Media attributes and gratification drive consumers' attitudes toward their purchase intention (Sun et al., 2019; Wardhana et al., n.d.). Customers can develop an impression of a product and decide whether it is appropriate for them to support their purchase decision by having adequate contact with streamers (Huang & Lu, 2020).

Factors that influence purchase intention include consumers' trust in brands, consumers' perception, the price of products, and the quality of branded products (Zaki et al., 2024). There is still no specific theoretical framework that can explain factors impacting purchase intention. However, another study implies that factors influencing digital purchase intention were various and a bit complicated. This study said that marketing mix and customer perception had positive effects on perceived value. Then, the existence of influencers and content marketing also had positive effects on consumer behavior. Therefore, consumer behavior and perceived value had a substantial power to influence their digital purchase intention (Qosim et al., 2023).

Methodology

This systematic literature review was conducted by reading 20 International Journals related to the topic within the Scopus database published between 2019 and 2023. This method was chosen because it provides a comprehensive overview, follows a structured and reproducible approach, and helps identify research trends and gaps to support future research (Mafruchati, Ismail, et al., 2023). The 2019-2023 published years were chosen to ensure the review captures the modern trends, developments, and relevant findings while maintaining a balance between recency and sufficient research coverage (Mafruchati et al., 2024). This study uses Scopus rather than other resources since Scopus makes the research workflow more efficient and effective, simplifying the process of discovering relevant topics with particular keywords (Wardhana & Ratnasari, 2022).

Articles that provide an overview of the key components of the most up-to-date lines of study on live shopping and purchase intention, as well as the advantages of locating data for additional analysis, serve as inclusion and exclusion criteria for creating a thorough live-streaming shopping experience (Amelia & Rofaida, 2023). The researcher delimited the search within the article title, abstract, and keywords. The keywords used to query the data are live shopping and purchase intention. From these keywords, the researcher found 98 documents that were related to the query and sorted them by the highest cited as citation count was used as a selection criterion to ensure that the reviewed studies have significant academic impact and recognition, helping to filter high-quality and influential publications (Mafruchati, Othman, et al., 2023).

The researcher delimited the research to only article document type and limited it to keywords like purchase intention, sales, live streaming commerce, e-commerce, social commerce, etc. From those filtered queries, 71 documents that related to the topic were found. After finding the articles related to my topic, the list of articles and other appropriate data like author, title, year, publisher, DOI, abstract, and keyword were exported into CSV (Ma'ruf et al., 2025). After that, the most relevant articles to the dependent and

independent variables were reviewed, and the data was written in a Microsoft Excel file. The author, title, year, journal name, journal index, citation, research aims, definition or context, instrument, sample, method, and findings (Wardhana & Ratnasari, 2022). Lastly, limitations and future research from previous studies were taken as a note. This is the step-by-step authors conducted in the literature review:

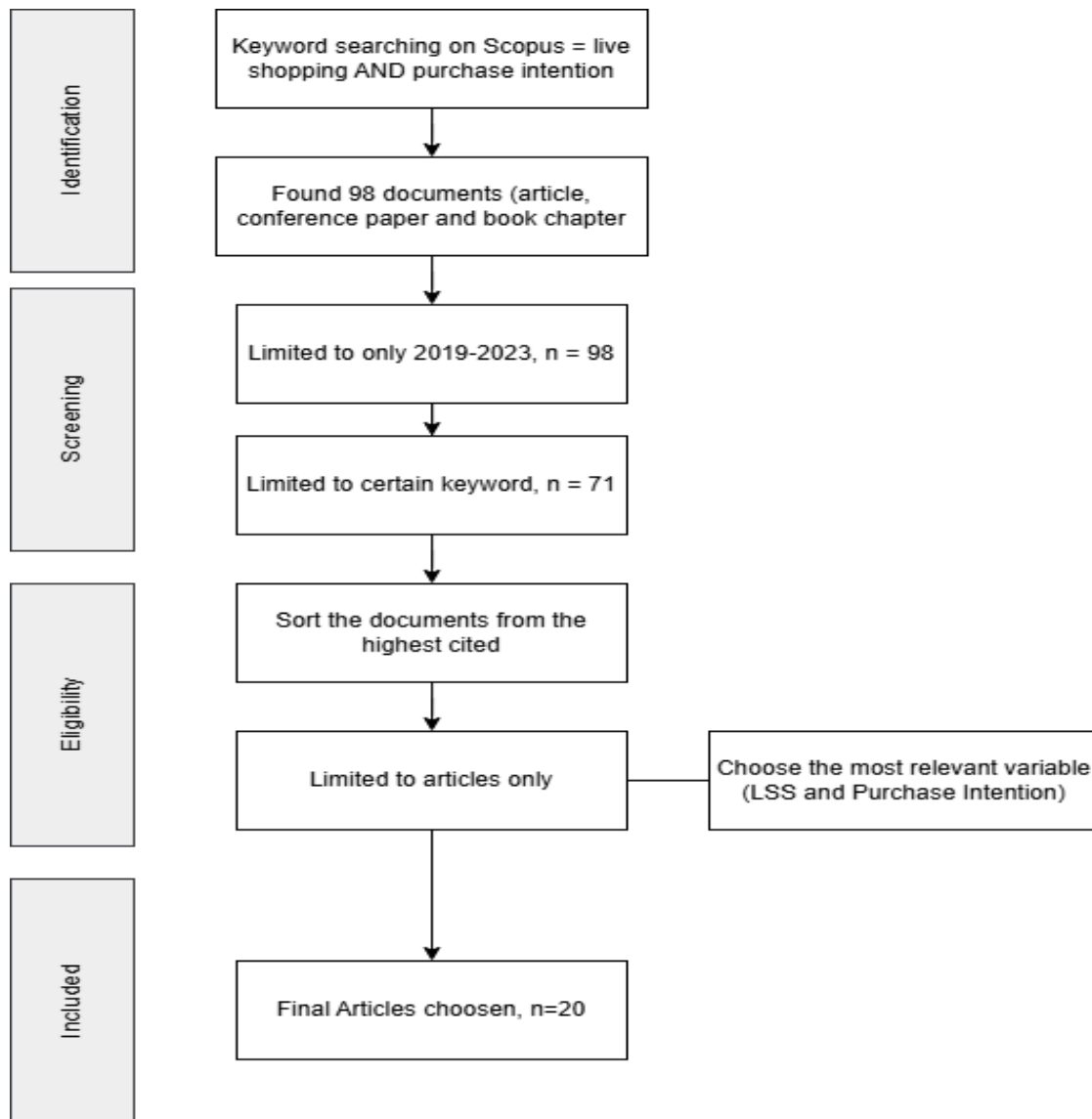


Figure 1. Flowchart of data collection

Source: Based on the study by (Adirestuty et al., 2025)

Results and Discussions

Results

After conducting a systematic literature review of 20 relevant studies addressing the definition of live-streaming shopping and purchase intention, that were published and available in Scopus from 2019 until 2023. The following table is journal publishers' discuss about live streaming shopping:

Table 4.1 Distribution of Journal Publishers

No	Journal Name	Count of Journal
1	Frontiers in Psychology	3
2	Sustainability (Switzerland)	3
3	Electronic Commerce Research and Applications	2
4	Cogent Business & Management	2
5	Journal of Internet Technology	1
6	Journal of Service Marketing	1
7	IEEE Access	1
8	Computer Supported Cooperative Work (CSCW)	1
9	Journal of Research in Interactive Marketing	1
10	Asia Pacific Journal of Marketing and Logistics	1
11	Information (Switzerland)	1
12	Internet Research	1
13	International Journal of Information Management	1
14	International Journal of Contemporary Hospitality Management	1

Source: Literature Results (2023)

The distribution of journal articles indicates that studies on live-streaming shopping and purchase intention predominantly explore marketing and psychological perspectives, while also integrating insights from the technology of e-commerce. 15 articles directly discussed exploring how live-streaming shopping influences consumers' purchase intention. 4 articles addressed the communication and interaction styles and the role of human touch that affect consumers' purchase decisions. On the other hand, there is 1 article that addresses how gamification on live-streaming can impact consumers' purchase intention. This systematic literature review found several definitions regarding live shopping, live-streaming commerce, and purchase intention. It also appears new terms such as social media commerce, purchase hesitation, impulsive buying, and customer shopping engagement definitions throughout the literature review.

Research Method of Literature

The common methodologies used in the prior studies on how live-shopping streaming influences consumer's purchase intention are quantitative analysis conducted by questionnaire and survey of many live-streaming shopping users, especially in China and Thailand. Most of the previous studies on live-streaming shopping used quantitative methods with online surveys based on the questionnaire to gather the data required. Nevertheless, two previous studies discovered that combined an offline survey with an in-depth interview to collect qualitative data utilizing a mixed-method approach. A snowball sampling technique was employed to gather data from the survey. Furthermore, the analysis method used in all previous investigations was Partial Least Squared – Structural Equation Modelling (PLS-SEM) or Covariance-Based SEM (CB-SEM). Aside from that, all of the earlier research employed the same statistical software (SPSS, AMOS, or SmartPLS) to analyze their data using various statistical techniques, including Cronbach Alpha, Composite Reliability, Weighting, Loadings, and Cross-loading, to guarantee the accuracy and consistency of the data (Alkausar et al., 2023; Riduwan & Wardhana, 2022). To test the hypotheses, this study underwent path analysis, preliminary analysis, and interaction effect analysis.

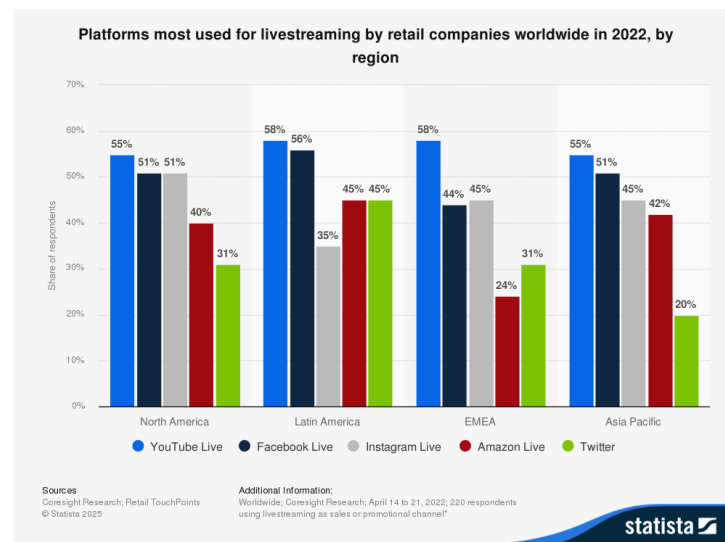
Table 4.2 Common Research Method

No	Methodology	Number of Articles
1	Quantitative Research (Online Questionnaire Survey)	18
2	Mixed-Method Studies (Qualitative Depth interview) and Quantitative (Questionnaire) on Online and Offline	2
3	Using PLS-SEM for Analysis	10
4	Using CB-SEM for Analysis	10

Source: Literature Results (2023)

Discussions

This study found that the most popular live streaming platforms used by retail for promoting their products were Youtube Live, Facebook Live, and Instagram Live. YouTube Live was the most prominent live-streaming platform among business enterprises, retailers, and manufacturers worldwide. While Facebook Live was the next-most popular platform among retailers in Latin America (58 percent), but Instagram Live was the next-most popular in Europe, the Middle East, and Africa (EMEA), accounting for 45 percent. Most of the prior studies that had been reviewed mainly discussed studies in China's mainland. There have been limited sources of which products have the most frequent sales in live-streaming worldwide. Therefore, this study only used the data of the most frequent products sold in live-streaming shopping in China.

**Figure 2 Most Popular Live Streaming Platform Worldwide**

Source: Statista (2025)

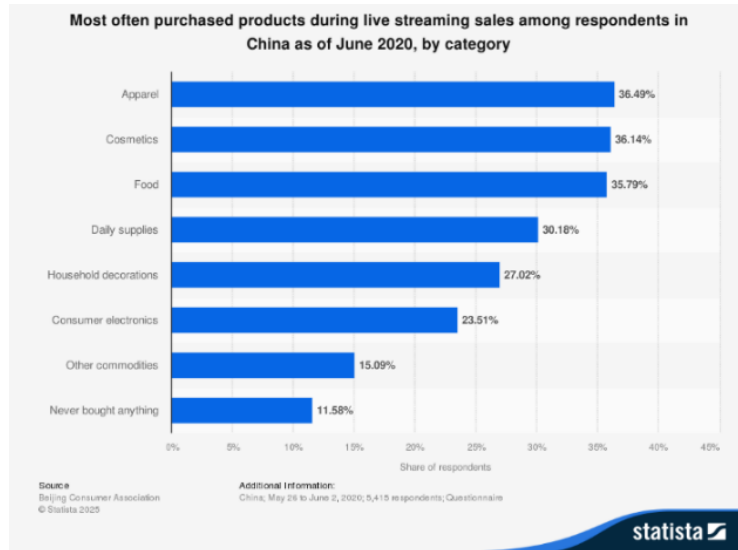


Figure 3 Most Often Purchased Products During Live Streaming

Source: Statista (2025)

Statista survey states that most often products purchased in live streaming in China are fashion and apparel (36,49%), followed by cosmetics (35,14%), and surprisingly, foods are often sold in live streaming for nearly 35,79% (Beijing Consumers Association, 2020). Fashion and clothing became popular goods sold in live-streaming because a previous study revealed how live-streaming attributes including price transparency, product quality, seller Facebook page, seller image, broadcast timing announcement, pricing, and seller pacing are associated with customer trust and intentions on purchasing fashion and apparel in live streaming shopping. Those studies also found that price transparency and product quality have a significant positive influence on trust in sellers (Qosim et al., 2023). Social media involvement can boost fashion product value, immerse consumers, and encourage them to buy more by utilizing live shopping commerce (Hewei & Youngsook, 2022).

Live streaming shopping differs from other online channels where live streaming shopping offers an interactive environment and real-time interaction and enhances consumers' trust toward the products that are being promoted. LSS enables sellers to provide additional customer services and eases them to exchange product knowledge with the audience, leading the audience to purchase in LSS (Adirestuty et al., 2025). LSS eases adequate interaction between buyers and streamers and boosts viewers' intention to buy, therefore sellers can minimize their effort for promotion (Huang & Lu, 2020).

Interactivity, Features, and Engagement in Live Streaming Shopping

Based on prior studies, interactive communication styles and audience engagement throughout LSS positively influence consumers' purchase intention and purchase decisions (Liao et al., 2023; Mafruchati, Ismail, et al., 2023). Previous studies have found that streamers' communication style toward customers is crucial in influencing their choices when making purchases. Streamers' interactive communication styles lead the audience to know the product knowledge, make them have an immersive experience, and at that point make them not hesitate to ask, hence making the purchases (Liao et al., 2023). Users' emotional engagement in the mediated world is increased by these positive experiences with streamers, thereby generating immersion. The immersion experience that is felt by the viewers during LSS, surprisingly, leads them to have purchase intention toward the products being promoted. Purchase intention has been positively influenced by consumer immersion and parasocial interactive experiences (Liao et al., 2023). The empirical study points out that customer engagement where the audience feels like they are interacting and being

responded positively by the streamers can influence their purchase intention in LSS (Sun et al., 2019). The other study shows that the convenience the audience feels, interactivity between streamers and viewers, playfulness of streamers, and product demand positively stimulate consumers' perceived enjoyment during live-streaming shopping. These factors create a shopping atmosphere and attract consumers' attention, leading to purchase intention (S. C. Lin et al., 2023).

When customers make purchasing decisions, they consider not only pricing but also the benefits and expenses of offered products (L. Guo et al., 2020). In the context of cross-border e-commerce, live streaming features have been shown to directly promote consumers' purchase intentions, which is in line with previous research conducted in the domestic e-commerce environment. Cross-border live stream E-commerce combines the benefits of multiple media, allowing sellers to transmit detailed and rich product information in real-time (for instance, procurement or production processes, usage instructions), as well as streamers to communicate with customers about the feel, appearance, or smell of the products. Live streaming's visualization, interactive, and authenticity performance bring consumers closer to cross-border items in space and time (Hu & Chaudhry, 2020). Purchase intention is positively impacted by customers' overall perceived value and negatively impacted by consumers' overall perceived uncertainty (J. Guo et al., 2021). Another study implies that IT affordance enormously affects live-streaming shopping engagement (including presence and immersion), which is positively correlated with customer purchase intention (Sun et al., 2019).

Trust and Swift Guanxi in Live Streaming Shopping

Our understanding of swift guanxi in live streaming has been strengthened by our findings, which notably show that human connection is an essential driver of swift guanxi. A personalized connection centered on the reciprocal exchange of personalized care and favors, with affective worth outweighing monetary value in social interactions is defined as Guanxi. Users' intention to buy is positively impacted by swift guanxi with sellers (J. Lin et al., 2019). As a social commerce phenomenon, buyers and sellers exchange information and interact more often in live-streaming shopping. Therefore, swift guanxi experiences between them could promote the viewer's purchase intention (M. Zhang et al., 2020).

Live stream shopping, a type of online purchasing, enables more frequent and interpersonal encounters between sellers and viewers, which encourages the development and exchange of swift guanxi and eventually influences the intention people have in making a purchase (H. Chen et al., 2022). Trust, however, was found to impact purchase intention through various factors, for instance positively, price transparency and product quality influence consumers' trust, leading them to purchase in LSS (Chandruangphen et al., 2022). Another study found that streamers' and viewers' interaction can increase consumers' trust, leading them to have purchase intention (Ma et al., 2022). Nevertheless, trust was found influenced by other customers' reviews and live-streaming shopping itself (Qin et al., 2023). Later, the existence of online influencers also influences consumers' trust in live streaming, thereby influencing their purchase intention, which will be discussed in the next point.

Online influencers or KOLs, and their impact on consumers' purchase intention

The promotion pricing of live-streaming, the existence of opinion leaders, the interactivity of live-streaming, and the entertainment of live-streaming will all have an enormous effect on customers' emotions and cognition, while cognition and emotion will also have a significant impact on consumers' buy intention. Opinion leaders have the biggest influence on consumer intention to buy (B. Zhang et al., 2023). The findings indicate that live-streaming schedules, bargaining power, online influencers' expertise, and post-sales services all have an impact on consumer trust in them. The bargaining power, expertise, and live-streaming schedules of online influencers influence purchase intention. As a result, purchase intention bridges the gap between bargaining power, internet influencers' professionalism, live-streaming schedules,

and consumer purchase intentions. The more people trust an online influencer, the better the chances of increasing purchase intentions (Ghifara et al., 2022). The most noteworthy conclusion was broadcasters did not affect watching intention, which contradicted the preconception that sellers' streamers should be attractive men and women (Ho et al., 2022b). Additionally, Liao et al. (2023) implies that streamers' attractiveness does not have a significant impact on influencing purchase intention in LSS, which contradicted the previous study that said that viewers are more likely to interact with attractive streamers (Rubin & McHugh, 1987; Schmid & Klimmt, 2011).

Future Recommendations from Previous Studies

There were identified where most studies have only been conducted in a particular country like China, Taiwan, or Thailand. Therefore, future studies could conduct studies among other countries to provide more findings (Chandrruangphen et al., 2022; J. Guo et al., 2021; Liao et al., 2023). Some remaining areas require exploration in future studies, for instance, an exploration of the correlation between what streamers do in live shopping and its impacts on consumers' purchase intention. Therefore, future studies are required to explore various factors such as product types, personality traits, shopping experience, and diverse cultural factors, that may affect purchase intention in live-streaming (Chen & Zhang, 2023). The direction of future research can be determined by repeating existing studies using mixed methodologies, which include quantitative methods like questionnaires and qualitative methods like interviews, to produce more comprehensive and reliable results (Fauzi et al., 2024; Ho et al., 2022a).

Conclusion

This study has sought to define live-streaming shopping and explain its influence on purchase intention. The most important factors that drive purchase intention in live-streaming shopping are engagement, interactivity between streamers and viewers, and the existence of KOL's influencers. Sellers should think about implementing every element that affects purchase intention. This study implies that sellers who use live-streaming must increase their communication, and become more playful and communicative whenever live-streaming takes place. Having an understanding of the factors influencing purchase intentions is essential for the streamer to persuade customers to make purchases. The limitations that occurred in this research are the difficulty of finding all the previous studies related to dependent variables and independent variables for review. The availability of related articles is very limited. There are only a few numbers of resources that address the same research variables. Future research requires exploration studies in various countries, different factors (e.g. cultural and behavioral factors), and different product types as it can enrich the existing studies.

Author's Contribution

All authors have contributed to the final manuscript. The contributions of each author are as follows, Kinanti is responsible for collecting data, doing literature review, and drafting manuscripts. Kurnia provided excellent guidance. Rifqi provides excellent guidance. All authors discussed the results and contributed to the final manuscript.

Acknowledgments

The authors would like to all the parties especially the author's parents for their endless support, Ibu Kurnia Khafidhatur Rafiah for providing guidance and Bapak Muhammad Rifqi Arviansyah who were willing to support the authors in applying the method in research and specifically to Airlangga Journal of Innovation Management for giving the author this opportunity to publish the research.

Declaration of Competing Interest

The authors declare that they have no competing interests.

Funding

This study did not receive any funding.

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