EXPLORING THE IMPACT OF LIVE STREAMING FOR E-COMMERCE BUSINESS: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Live streaming has become increasingly prevalent in the realm of e-commerce, offering businesses a unique platform to interacting with customers in real-time. The utilization of live streaming, initially popularized on social media platforms, has now gained significant traction in the realm of e-commerce. Research in this field has been conducted by researchers from various countries. In this study, the impact of live streaming on e-commerce business is explored using a systematic literature review. By examining a range of scholarly articles and studies, this review identifies key findings regarding the impact of live streaming on various aspects of e-commerce, such as consumer behavior, consumer engagement, purchase intention, and social presence. The analysis reveals that live streaming, through its interactive and immersive nature, enhances consumer engagement, trust, and purchase intention. Moreover, it demonstrates that effective utilization of live streaming can bolster brand awareness, foster customer loyalty, and drive sales. These findings highlight the significant role that live streaming plays in shaping consumer decision-making processes and its potential as a powerful marketing tool for e-commerce businesses.

Keywords: *E-Commerce, Consumer Engagement, Live Streaming E-Commerce, Purchase Intention, SLR*

1. INTRODUCTION

In recent times, electronic commerce has gained significant prominence in the global economy, with the pandemic accelerating the growth of online shopping. The rise of live streaming in e-commerce has emerged as a new and innovative way for businesses to engage with customers and promote their products. Live streaming has become an increasingly popular feature on e-commerce platforms, allowing retailers to demonstrate products and communicate with consumers in real time [1]. This technology has the potential to significantly impact the e-commerce industry, as it enables a more immersive shopping experience for consumers and provides retailers with new opportunities to reach and connect with their target audience. The growing trend of live streaming e-commerce has grown significantly in Asia, and China is leading the way in this innovative business trend. This form of social commerce offers a more interactive approach to content [2].

Live streaming in platform e-commerce has been growing in popularity in Indonesia, and its impact on the e-commerce market has drawn the attention of both businesses and researchers [3]. According to a survey by Snapcart, 38% of Indonesian consumers have watched live streams of e-commerce products, with most of them finding it helpful in their purchasing decisions. Three largest e-commerce platforms in Indonesia: Tokopedia, Shopee, and Lazada investing heavily in this technology to capture the attention of consumers. They have reported an increase in the usage of live streaming features. The adoption of shopping through live streaming feature has grown. Survey conducted by Snapcart showed that 37% of respondents chose Shopee Live as their most preferred feature. The following positions are Tokopedia Play 7% and 1% for LazLive. Despite the increasing trend and widespread adoption of live streaming e-commerce, there is insufficient research that systematically explores the trends and patterns of this emerging phenomenon. As the use of live streaming in e-commerce continues to grow, it is important to understand its impact on the industry.

This paper aims to explore the effect of live streaming on e-commerce platforms by conducting a systematic literature review of the existing research on live streaming e-commerce. The scope of the research will focus on understanding the relationship between live streaming e-commerce with consumer engagement and purchase behavior in the context of e-commerce. However, this research has certain limitations. First, the study will only consider articles written in English, which may exclude relevant research published in other languages. Second, the research will rely solely on secondary data from the literature review and may not capture the real-time and dynamic nature of live streaming in e-commerce. In this SLR, we will analyze the relevant literature published in the last six years to identify the key trends and patterns regarding live streaming e-commerce and explore their impact on e-commerce businesses. Study related to the live streaming phenomenon began to be widely carried out in 2018 in consequence of the increasing popularity of live streaming in e-commerce and its potential impact on social behavior [4].

The uniqueness of this paper lies in its comprehensive analysis of the impact of live streaming on e-commerce platforms. While there have been previous studies on live streaming and e-commerce, this research aims to provide a systematic literature review that synthesizes the findings from various sources with different geographical and cultural backgrounds. Additionally, the research intends to identify research trends related to live streaming e-commerce.

The results of this paper will provide insights into the current state of live streaming e-commerce and help identify areas for future research. By gaining insights into the trends and patterns of live streaming in e-commerce, businesses can develop effective strategies to engage with customers and stay ahead of the competition. Additionally, policymakers and regulators can use these findings to ensure that development of live streaming feature in e-commerce will sustainable and beneficial for all stakeholders. Overall, the objective of this paper is to make a valuable contribution to the expanding research on live streaming in the context of e-commerce and provide a foundation for future research in this exciting and rapidly evolving field.

The structure of the paper is organized as follows: in section one an introduction is provided to give an overview of the topic and the research objectives, in section two the background of e-commerce and live streaming is discussed. Section three outlines the methodology of the systematic literature review, including the criteria for inclusion and exclusion. Section four presented the results and discussion of the research. Section five contains the conclusion.

2. THEORETICAL BACKGROUND

2.1 Electronic Commerce

E-commerce encompasses to the use of the internet technology, website, and mobile applications or browsers on mobile devices to facilitate business transactions. In a more formal sense, it encompasses digitally driven commerce exchanges conducted between organizations and individuals. [5]. The interplay between evolving customer demands and technological advancements has diminished barriers and blurred the distinction between traditional commerce and online commerce. As internet usage continues to expand, the opportunities for online purchases are also increasing [6]. Presently, e-commerce has become an integral part of everyday shopping routines, encompassing a diverse array of products and services.

E-commerce has experienced substantial growth since its emergence in the digital age. In its early stages, e-commerce was primarily confined to desktop computers as the main platform for online shopping. However, with advancements in technology and shifts in consumer preferences, e-commerce has transformed into mobile commerce (m-commerce) allowing users to access online services through mobile devices like smartphones and tablets [7].

E-commerce become an essential component in the modern economy, reshaping the way businesses operate and consumers shop. Its growth trajectory has been fuelled by advancements in technology, changing consumer preferences, and evolving business models. As e-commerce continues to evolve, businesses must stay agile and adapt to the ever-changing digital landscape. With the right strategies and a customer-centric approach, e-commerce offers limitless opportunities for businesses to thrive in the global marketplace.

2.2 Live Streaming

Live streaming shopping is the act of selling products to consumers through feature live streaming in e-commerce or social platforms. At present, there are two types of live streaming shopping available [8]. The first type involves incorporating live streaming into e-commerce platforms such as Tokopedia, Shopee, and Lazada, where the streamer displays products and makes

product recommendations. The second type involves integrating e-commerce into short video apps or live streaming platform, such as Twitch and TikTok.

Live streaming is a form of online media that involves broadcasting real-time video content to an audience over the internet. It is produced by users in real-time and typically involves broadcasters who display live video content, accompanied by audio commentary or text-based chat [9]. During the streaming period, streamers can directly engage and interact with the audience, and it is usually broadcasted in real-time so that other audiences can also watch and comment on the live streaming. Through live streaming, customer engagement with sellers is increased, which can improve the online shopping experience [10].

Live streaming is a company strategy to distribute real-time video content to promote products and services with direct interaction between sellers and customers [11]. Live streaming integrates information technology and social interaction. The feature is expected to enhance the online shopping experience, increase trust, and interest of buyers to purchase products offered. In China the use of live streaming has increased and more vendors have adopted it to improve their sales performance [12]. Live streaming has transformed the way people do online transactions. Previously, customers could only learn about products through images and text, but through live streaming, currently customers could learn more detailed real-time product information.

Live streaming e-commerce has four distinctive dimensions, namely interactivity, visualization, entertainment, and professionalization [13]. Interactivity pertains to the level of engagement experienced during the reciprocal communication between two entities. In live streaming, customers can interact directly with sellers and other customers in real-time [14]. Visualization is the way humans obtain information, and through visualization, information processing can be clearer and faster. Entertainment refers to the level of enjoyable and engaging experience. In live streaming, direct interaction between customers and sellers can be a pleasant experience. Professionalization refers to the extent to which sellers share knowledge about the products they offer to customers. The more sellers understand product knowledge and can convince customers, the higher the level of trust customers have in the seller. There are two important factors in live streaming: streamer credibility and interactivity [15]. Streamer credibility refers to how trustworthy

a seller is perceived by customers, based on their attractiveness, expertise, and trustworthiness. Interactivity relates to the degree of customer involvement in live and immediate content. In the e-commerce context, interactivity refers to the level of participation and communication between sellers and buyers [16].

3. METHODOLOGY

This study performed a systematic literature review through several stages, using (PRISMA) Preferred Reporting Items for Systematic Reviews and Meta Analyses protocol approach including identification, screening, and inclusion [17]. This study was conducted following the guidelines proposed by Kitchenham for conducting a systematic literature review [18]. This SLR study will follow a systematic review process to identify relevant literature on the topic of live streaming e-commerce.

3.1 Research Question

To conduct the SLR according to the methodology described in this section, the research question will be formulated to guide the search for relevant literature. The research question for this SLR is:

RQ1: What are the key trends and patterns in live streaming e-commerce?

RQ2: What is the impact live streaming on e-commerce business?

3.2 Identification

In the identification phase the authors defining the source of literature to find a suitable article. The search process will involve searching electronic databases Scopus at https://www.scopus.com/, this database was chosen because it provides access to various reliable journals and publications across multiple fields of knowledge. Following that the authors establishing a keyword search pattern and defining inclusion and exclusion criteria. Furthermore, the search terms will include is "live streaming e-commerce".

The criteria of inclusion and exclusion applied during the screening process to identify relevant articles. The inclusion criteria encompassed articles that were published in the last six years, written in the English language, and focusing on the impact of live streaming in e-commerce business. Exclusion criteria included duplicate articles, non-English articles, and articles that did not align with the research objectives. In the identification phase, a

total of 208 articles identified successfully through searching in the Scopus database.

3.3 Screening

The screening phase involved a rigorous assessment of the identified articles to determine their eligibility for inclusion. In the screening phase the authors will conduct a thorough screening and filtering process to eliminate irrelevant literature. To screen out irrelevant literature, the authors establish criteria for excluding specific articles and evaluate the titles of the articles and also abstracts of the identified articles using the inclusion and exclusion criteria.

Furthermore, the authors also impose a restriction on the publication years of the selected articles, specifically from 2018 to 2023. This is done to ensure that the articles used in the research are up-to-date and highly relevant to the current topic under investigation. The used search query based on the established inclusion and exclusion criteria is display as follows: TITLE-ABS-KEY (live AND streaming AND e-commerce) AND (LIMIT-TO (PUBYEAR , 2023) OR LIMIT-TO (PUBYEAR,2022) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR,2020) OR LIMIT-TO (PUBYEAR, 2019) OR LIMIT-TO (PUBYEA,2018)) AND (LIMIT-TO (PUBSTAGE, "final")) AND (LIMIT-TO (DOCTYPE, "ar") OR LIMIT-TO (DOCTYPE , "cp")) AND (LIMIT-TO (SRCTYPE , "j") OR LIMIT-TO (SRCTYPE , "p")). In the screening phase, a total of 161 articles were successfully screening.

3.4 Inclusion

The inclusion criteria for this systematic literature review were established to ensure the selection of relevant and high-quality articles. The following criteria were applied during the inclusion process. Articles published and written in English language were included in this review. This criterion was implemented to ensure accessibility and comprehensibility for the research. Out of the 161 articles that underwent the screening process, 8 articles were identified as being in a non-English language, while the remaining 153 articles were written in English.

Publication types of peer-reviewed journal articles was considered for inclusion. These publication types were chosen to gather diverse and reliable sources of information. Out of the total 153 articles, 59 of them were conference papers, while the remaining 94 articles were journal articles. Articles with relevant keyword focusing on the
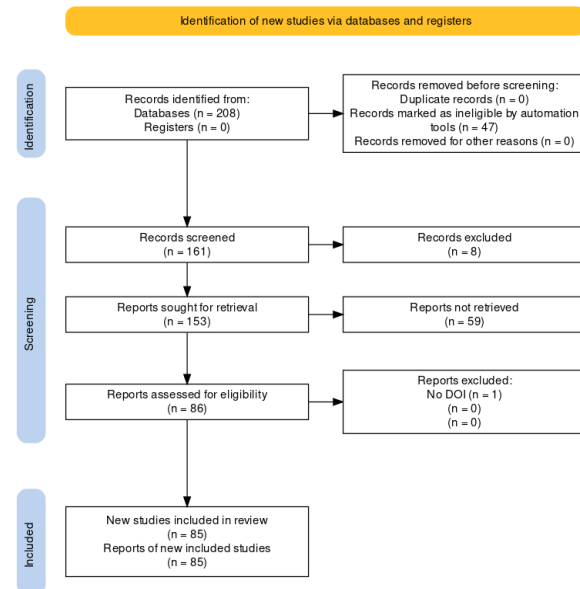
impact of live streaming in e-commerce were included.

Figure 1 Flow Diagram Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA)

Among the articles reviewed, 8 articles did not contain relevant keywords pertaining to the objective of this study, while the remaining 86 articles met with the inclusion criteria. Articles with DOI were included, a total of 85 articles are included in the criteria. The inclusion criteria aimed to encompass a comprehensive range of studies while maintaining a focus on recent, relevant, and reliable sources of information. By applying these criteria, the authors ensured the inclusion of studies that would contribute valuable insights to the systematic literature review on the impact of live streaming in e-commerce business.

4. RESULTS AND DISCUSSION

The present research aimed to explore the primary trends and patterns in the field of live streaming e-commerce, as well as to examine the impact of the live streaming feature on the overall performance of e-commerce businesses. In this section, the authors aim to address the research questions by examining the findings.

4.1 What are the key trends and patterns in live streaming e-commerce?

Studies related to live streaming e-commerce based on researcher country can be seen in Table 1, where China dominates the number of researchers involved in live streaming e-commerce, followed by the United States and Australia. This is due to

China's ability to adopt and develop innovative live streaming technologies, as well as its large e-commerce market size. According to industry reports, the market for live streaming commerce in China is projected to exceed 900 billion CNY in 2020 [9]. The United States also demonstrates a significant level of research in the domain of live streaming e-commerce, which can be attributed to the success of major technology companies like Amazon and e-Bay in leveraging live streaming platforms to enhance sales and customer engagement. Shoppers have developed a strong interest in utilizing live streaming platforms like Amazon Live for their shopping needs [19]. Australia, although with fewer researchers, also contributes significantly to research on live streaming e-commerce, due to the rapid technology adoption in the country and the increasing awareness of the business potential offered by live streaming. However, it should be noted that this research only provides a general overview of the countries involved in live streaming e-commerce research. There are other countries that are also active in this research, such as Southeast Asia and European countries. Each country has its unique context and challenges in developing live streaming e-commerce, depending on social, economic, and technological factors in the respective countries.

Table 1 Country of Researcher

Country	Citations	Article
China	834	71
United States	237	11
Australia	45	6
France	24	4
South Korea	18	4
Thailand	11	4
Taiwan	8	4
Hong Kong	6	3
Malaysia	8	3
Macau	31	3
Canada	46	2
Ghana	46	2
United Kingdom	8	2
Finland	3	2

Over the years, there has been a noticeable growth in research dedicated to the field of live streaming e-commerce. The data from figure 2 indicates that there were only two studies focused on e-commerce live streaming in 2018-2019. However, there has been a remarkable surge in research activity from 2020 to 2022, and in 2023 as of April a total of 23 articles on e-commerce live streaming have been published.
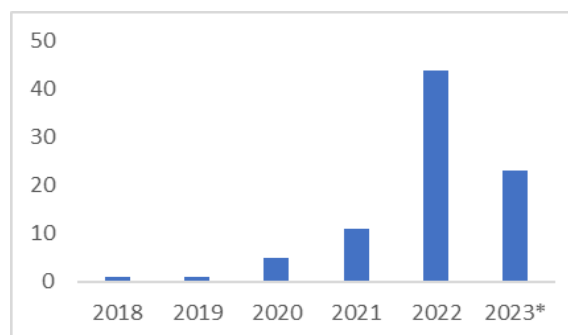

Figure 2 The Year the Article was Published.

The trends related to live streaming e-commerce can be observed by analyzing the co-occurrences of various research topics. Figure 3 provides a visualization that demonstrates the extensive research conducted in this field. The analysis reveals that live streaming e-commerce has been predominantly studied in relation to key areas such as consumption behavior, consumer engagement, purchase intention, perceived value, and social presence. These topics have garnered significant attention and have contributed to the understanding of the dynamics and implications of live streaming e-commerce. The co-occurrence analysis highlights the interconnectedness of these research areas and emphasizes their importance in shaping the current discourse on live streaming e-commerce.

One significant trend is the correlation between live streaming e-commerce and consumption behavior, particularly focusing on the dynamics and changes in deep consumer engagement and purchase behavior within the context of live streaming e-commerce. Behavior creates a feedback loop, where consumer demand leads to the emergence of new purchasing motivations, leading to the formation of new purchase behavior. The study indicates that consumer demand plays a significant role in motivating individuals to utilize live streaming e-commerce platforms. Moreover, various attraction factors, including the e-commerce anchor, the live streaming medium, and the product message have the potential to shape consumers attitudes towards the content, leading to increased engagement and purchase behavior. These factors act as influential elements that capture consumers attention, generate interest, and ultimately strengthen their commitment to the live streaming experience, resulting in a higher likelihood of making purchases [20].

Building strong consumer engagement in live streaming e-commerce holds significant importance for e-commerce platforms as it allows them to establish meaningful connections and foster consumer loyalty. By actively engaging consumers through live streaming platforms, e-commerce operators can cultivate a sense of community and trust, encouraging customers to become more involved and invested in the brand's offerings. This can be achieved through interactive features, personalized content, and real-time communication, which provide consumers with a unique and immersive shopping experience. When consumers feel connected and valued, they are more likely to develop a sense of loyalty towards the brand, leading to repurchases, positive word-of-mouth and recommendations. Therefore, prioritizing and boosting consumer engagement in live streaming e-commerce is crucial for long-term success in the highly competitive e-commerce landscape [21].

Traditional e-commerce faced challenges due to the absence of human and social cues, which hindered customer engagement. However, the emergence of social commerce has addressed this issue. In social commerce, social elements such as visits, chats, likes, and also exposure time have a positive impact on non-transactional benefits as well as transactional benefits. These social cues and engagements play a crucial role in driving customer participation and enhancing their overall experience in the realm of social commerce [22].

Live streaming e-commerce based on the host could be broadly classified into two categories, first hosted by key opinion leaders (KOLs) and hosted by brands themselves, with a salesperson serving as the streamer or broadcaster. KOL-based live streaming offers a unique advantage for firms as it enables them to leverage the social influence of KOLs to attract a substantial audience. The strong social influence of KOLs allows them to efficiently capture customer attention and attract a large number of customers to watch the live stream. By partnering with KOLs, brands can tap into their existing fan base and benefit from their credibility and expertise in specific domains. This form of live streaming creates a favorable environment for promoting products and engaging with potential customers, ultimately leading to increased customer interest, brand awareness, and potential sales. It is a powerful marketing strategy that effectively utilizes the social influence of KOLs to drive customer engagement and achieve business objectives in the e-commerce realm. [23].

The study reveals that internet celebrity endorsements not only enhance user traffic to online stores but also contribute to an increase in sales volume. By leveraging the influence and popularity of internet celebrities, online retailers can attract a larger audience and generate greater interest in their products or services. The endorsement from internet celebrities helps to build trust and credibility among consumers, leading to a higher likelihood of making purchases. The impact of celebrity endorsements goes beyond mere visibility, as it has a direct influence on consumer behavior and purchasing decisions. The study underscores the importance of strategic collaborations with internet celebrities in driving both website traffic and sales growth for online retailers. [24].

Customers are more likely to make purchases through live streaming e-commerce due to the availability of accurate and comprehensive information about the products they are interested in. Interactive nature of live streaming platforms allows consumers to ask questions, seek clarifications, and receive real-time responses from the broadcasters or salespersons, creating a more engaging and informative shopping experience. Moreover, the lively and entertaining atmosphere of live streaming e-commerce adds a sense of excitement and enjoyment to the shopping process, further motivating consumers to make purchases. As a result, the combination of reliable product information and an enjoyable shopping environment in live streaming e-commerce enhances consumers willingness to buy products [25].
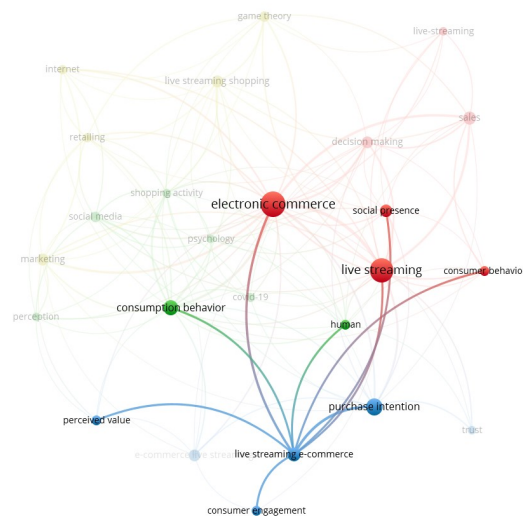

Figure 3 Network Visualization Based on Co-occurrences.

Given the fact that live streaming allows broadcasters to demonstrate products firsthand and engage in instant interaction with viewers, it is proposed that physical qualities of the broadcaster are represented in the product demonstrations and the values shared during real-time interactions serve as two signals that can influence consumers intention to make a purchase [9]. A study has validated that consumer trust acts as a mediator between perceived value and the intention to continue purchasing. The presence of broadcaster and products in live streaming e-commerce greatly amplifies consumers commitment to ongoing purchases [26].

A study has shown that enhancing background fitting is an effective strategy for increasing purchase intention of customer in the context of live streaming e-commerce. By improving the alignment between the background setting and the content being presented, businesses can effectively promote and influence consumers purchase intentions. By focusing on background fitting, e-commerce live streaming platforms can create a more immersive and engaging experience for viewers, ultimately leading to increased purchase intentions and sales conversion rates [27].

Perceived e-commerce anchor attributes, immersion, and scarcity have been identified as factors that positively influence impulsive purchase behavior. When consumers perceive e-commerce anchors, such as influencers or celebrities, as trustworthy, attractive, and credible, they are more inclined to make impulsive purchases. Additionally, the perception of scarcity, such as limited stock or time-limited offers, creates a sense of urgency and drives impulsive purchase decisions. Moreover, immersion, which refers to the level of involvement and absorption in the online shopping experience, plays a significant role in triggering impulsive buying behavior. Therefore, the people, product, and place in marketing strategy becomes crucial in this context, as it focuses on creating appealing and influential connections between individuals, products, and the online shopping environment. By effectively utilizing this marketing strategy and leveraging the aforementioned factors, businesses can effectively stimulate and capitalize on impulsive buying behavior in e-commerce settings [28].

The presence of social interaction in livestream e-commerce has a significant impact on individuals purchase intention, which is further influenced by the moderating role of self-improvement. Live streaming host marketing plays a crucial role in this context, as it allows for a closer psychological connection with the audience compared to traditional spokesperson advertising. The ability to engage and interact with viewers through livestreaming platforms creates a sense of social presence, fostering a stronger connection and influencing individuals purchase decisions [29].

The study confirms that interactive features in live streaming shopping contribute to a convenient and realistic consumer experience, ultimately leading to higher purchase intentions. Increased levels of interaction positively affect consumer perceptions, with virtual shopping environments being regarded as more user-friendly and beneficial. Consumers perceptions of online shopping extend beyond time and cost savings, encompassing the psychological experiences encountered during live streaming shopping, which strongly influence their willingness to make purchases. Consequently, it is crucial for live streaming hosts and merchants to prioritize the provision of positive psychological experiences in order to enhance consumers purchase intentions [30].

Furthermore, as can be seen from Figure 4 that there are several under-researched topics in the realm of live streaming e-commerce, such as the intricate connections between live streaming and trust, marketing strategies, social media, and game theory. These areas offer vast potential for further exploration and investigation to deepen our understanding of the dynamics and implications of live streaming e-commerce. By delving into these unexplored areas, researchers can uncover valuable insights and uncover novel approaches to enhance the effectiveness and impact of live streaming e-commerce practices.
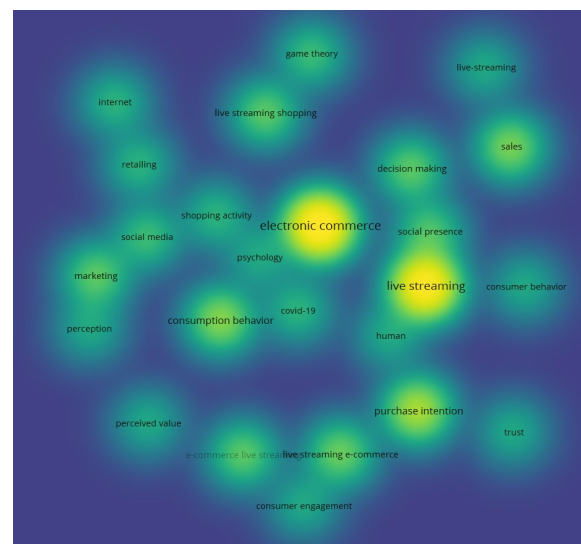

Figure 4 Density Visualization Based on Co-occurrences.

The success of live streaming e-commerce may vary across different countries, and this can be attributed to the influence of diverse cultural factors. Therefore, some scholars propose the need for additional investigation for future studies delve into the impact of culture on live streaming e-commerce to provide valuable insights and add further value to the existing body of knowledge [9][19][21]. Understanding how cultural nuances shape consumer behaviors and preferences in the context of live streaming could enable businesses and platforms to tailor their strategies and offerings accordingly, ensuring better engagement and success in different cultural settings. By looking at how the effect of culture in live streaming e-commerce, researchers can contribute to the development of culturally sensitive and effective approaches, thus fostering cross-cultural understanding and facilitating more impactful global e-commerce practices.

The previous studies were conducted in different countries, offering a global outlook on the influence of live streaming on e-commerce platforms. Many of these studies utilized robust research methodologies, including data collection through surveys and interviews, and statistical analysis to ensure reliable findings. However, some of the published works lacked longitudinal studies, hindering the ability to assess the long-term effects of live streaming on e-commerce businesses. Previous research predominantly focused on specific product types, which may limit the applicability of their conclusions to other industries. To gain a better understanding of this emerging phenomenon, future research should consider these aspects and conduct more comprehensive investigations.

4.2 What is the impact live streaming on e-commerce business?

Live streaming on e-commerce platforms has emerged as a powerful tool that not only enhances customer engagement but also strengthens the social presence of brands, ultimately impacting consumers purchase decisions. By providing real-time interactions, live streaming allows businesses to establish a direct and authentic connection with their audience, fostering trust and loyalty. This interactive experience enables businesses to showcase product features, address customer inquiries instantly, and receive immediate feedback, all of which contribute to informed purchasing decisions [29]. Live streaming via anchor's language attractiveness has been found to have a positive correlation with purchase intention [31].

The sales quantity of products in live streaming is predominantly influenced by the linguistic persuasive style that appeals to individual personalities. However, it is crucial to employ diverse linguistic styles based on the product type, as the same linguistic style can yield varying effects on different product categories [32].

Live streaming allows merchants to communicate and share information with consumers according to their specific needs, while also offering additional customer services. The provision of accurate product information and the creation of a pleasant shopping experience through live streaming contribute to consumers' willingness to make purchases on e-commerce platforms [25]. Live streaming plays an important part in minimizing uncertainty within the realm of e-commerce and enhances consumer purchase intentions [13]. To further enhance consumer purchase intention, optimizing the background fitting during live streaming sessions has been identified as an effective strategy. By creating a visually appealing and contextually relevant background can create a more immersive and engaging experience for viewers, ultimately influencing their decision to make a purchase on e-commerce platform [27].

The integration of live streaming feature on e-commerce platforms has a significant influence on the flow experience, characterized by a heightened sense of involvement and increased psychological engagement. Additionally, live streaming also plays a crucial role in building trust among customers in the context of online shopping [33]. Attracted by the rising revenue from activities live streaming, e-commerce platforms worldwide are keen to involve consumers in this emerging sales platform, aiming to enhance their competitiveness in the online market [21].

Based on the discussion above, the result of live streaming on e-commerce business is enhances the flow experience of consumers, leading to a heightened sense of involvement and increased psychological engagement. This immersive experience can positively influence consumers purchase decisions and drive higher levels of customer satisfaction. Furthermore, live streaming helps to build trust in online shopping by providing consumers with real-time information, interactive communication with merchants, and an opportunity to witness product demonstrations or reviews. This transparency and interactivity foster a sense of credibility and reliability, thereby boosting consumers' confidence in making purchases through e-commerce platforms. Overall, the impact

of live streaming on e-commerce business is the creation of a more engaging and trustworthy shopping environment, resulting in increased sales and customer loyalty.

Certain studies have conducted in-depth analyses of particular factors that impact the effectiveness of live streaming in e-commerce business, such as linguistic styles and product types, offering valuable insights for industry practitioners. Additionally, several research works present practical implications and recommendations for businesses to optimize their live streaming strategies and improve consumer purchase intentions. However, it is worth noting that the sample sizes used in these studies vary considerably, potentially influencing the generalizability of the findings. Furthermore, the absence of standardized metrics to measure the impact of live streaming on e-commerce makes it difficult to compare results across different research studies. Overall, the analysis reveals that the research on the impact of live streaming on e-commerce is valuable and offers important insights for businesses. Taking into account some of the results of the discussion, the future research should aim to address these limitations to further advance the knowledge in this area.

5. CONCLUSION

The conclusion of this study has important implications for both theoretical research and practical applications. From a theoretical perspective, this research provides a valuable reference for future studies in the field of live streaming e-commerce. As for practical implications, the results of this study can be utilized to identify the impacts and benefits of live streaming on e-commerce businesses. This information can be used to inform strategic decision-making and potentially improve the overall performance of e-commerce companies.

This study highlights the significant impact of live streaming on the e-commerce business. Through systematic literature review and analysis, it is evident that live streaming has the potential to enhance the social presence of e-commerce platforms, increase consumer engagement, and foster trust in online shopping. Live streaming creates a unique and immersive experience for consumers, leading to heightened emotional connection and higher purchase intention. The direct interaction between consumers and merchants during live streaming sessions facilitates real-time information exchange and product demonstrations, further strengthening consumer

trust in making online transactions. Leveraging the power of live streaming can effectively boost e-commerce sales, cultivate customer loyalty, and drive business growth. It is crucial for e-commerce businesses to harness the potential of live streaming and integrate it strategically into their marketing strategies to maximize the benefits it offers.

Despite the extensive research conducted on live streaming within the e-commerce domain, there remain several areas that require further exploration. For instance, there is a need to delve deeper into understanding the correlation between culture and the effectiveness of live streaming e-commerce, as well as the interplay between live streaming and marketing strategies. Additional research in these areas will contribute to a deeper comprehension of how live streaming can be optimized for cultural contexts and integrated into strategic marketing approaches within the e-commerce industry.

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