

# The Impact of Live - streaming E-commerce on Consumer Behaviour in China

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Received: July 10, 2025

Accepted: September 15, 2025

Online Published: September 22, 2025

doi:10.11114/smc.v14i1.7985

URL: <https://doi.org/10.11114/smc.v14i1.7985>

## Abstract

Live streaming e-commerce is experiencing a remarkable rise. With the growing digital penetration and the burgeoning popularity of digital platforms among young consumers, it has become a dominant force. A recent study shows that a live streamer's public image and the pleasure consumers derive from live streaming are the most potent factors shaping Chinese consumer behavior. Price promotions and consumer-streamer interaction also play significant roles. This research is of great relevance to live streaming e-commerce brands. By leveraging this in-depth understanding of consumer preferences, they can formulate targeted marketing strategies, which in turn are likely to boost consumer purchase intentions and drive business growth.

**Keywords:** live streaming, ecommerce, China, consumer behaviour, digital channels, young consumers

## 1. Introduction

Digital disruption has significantly impacted all global industries, and the retail sector is not an exception. The traditional retail sector is dominated by technological interventions like e-commerce and online shopping that have created a revolution all around the world including China. China is considered the largest global e-commerce market as far as the volume of online retail sales and number of online shoppers are concerned (Song, 2022). This highlights that China has a large number of e-shoppers, which is one of the primary reasons for the proliferation of its e-commerce followed by the fact the country has high sales on various online platforms.

One of the technological innovations is the proliferation of live streamers, which has attracted retailers, brands and influencers. Live streaming e-commerce is a dynamic type of online shopping and is an interesting amalgamation of video live streaming with e-commerce, establishing a channel of communication for live streamers to broadcast product promotions and demonstrations and respond to customer inquiries in real time (Chen, Dou, & Xiao, 2023). This indicates that live streaming is a popular tool in the retail industry to interact with consumers so that product awareness can be done as well as inform customers with real-time promotional offers. By interacting with viewers and displaying product demonstrations, live streamers give them a new shopping experience through their broadcasting channels (Chen, Dou, & Xiao, 2023). This highlights that there are tremendous opportunities in e-commerce concerning live streaming that not only help in transparent product demonstrations but also help in building interpersonal relationships with the consumers. However, China is characterised by the e-shopping digital divide in which a high online shopping value is associated with consumers based in metropolitan areas (Song, 2022). This indicates that organizations need to understand the geographical attributes of the consumers to devise suitable marketing strategies for success. This is the reason it is crucial to determine the impact of live-streaming e-commerce on Chinese consumer behaviour so that marketers can devise marketing tactics.

### 1.1 Background

The live-streaming trend has been evolving rapidly globally with increasing participation from brands and retailers. The advent of live streaming first appeared in the year 2016 on an NYSE-listed online shopping platform in China, known as MOGU, and since 2017, live-streaming in China has witnessed a steady average growth rate of around 150% (Chen,

Dou, & Xiao, 2023). This steady growth rate signals an overall high popularity of the live-streaming feature that has captured consumer attention. This huge popularity can also be witnessed in the number of company sales that offer high profitability to the organization. For example, 13 million people watched a live-streaming event held by Viya, one of China's most well-known key opinion leaders (KOLs), at Kim Kardashian West's (KKW) store on Alibaba's Tmall during the 2019 Singles' Day shopping extravaganza, and the KKW perfume sold out in a matter of minutes (Chen, Dou, & Xiao, 2023). This shows that live streaming is extremely popular among the consumers, which attracts them towards the brand leading to enhanced company sales and increased business revenues. This is because live-streaming is known to manipulate the consumer's shopping decisions. Live streaming commerce is gaining immense popularity in China, which is making it possible for merchants to exchange crucial product-related information with their target market consumers that match their preferences as well as provide additional customer services (Wang et al., 2022). This is because live streaming offers adequate information to consumers about the products or services and also provides an enjoyable shopping experience to the customers due to which they are more inclined to online shopping intentions including purchases. China is a digital innovator that has seen the transformation from online commerce to digitalization to the introduction of live streaming, which is considered as the information exchange between the internet celebrity and the consumers resulting in long-term profitability for the organization (Qing & Jin, 2022). This highlights the tremendous potential of live streaming for online retailers in facilitating information exchange among consumers thereby driving greater popularity and instilling greater trust among the consumers. Therefore, this study aims to determine the consequences of live-streaming e-commerce on Chinese consumer behaviour.

### *1.2 Problem Statement*

Although there have been several studies on e-commerce, there have been limited studies on live streaming that focus on the relationship between live streaming in e-commerce and consumer behaviour. There have been studies on the advent of e-commerce and online commerce in the retail industry, however, the advent of live streaming is an apparent new phenomenon that has been studied in a limited manner, especially in the Chinese context. Live streaming has a significant impact on organizational sales because consumers can place their orders instantly during the live-streaming process, which accelerates business revenues (Wang et al., 2022). However, to gain more viewers during live streaming, organizations need to engage in extensive market research, and this aspect has not been studied well in academic literature. Moreover, there is a dearth of literature that aims to capture the consumer behaviour being affected by the live-streaming feature of e-commerce and the resulting consequences on the business. It is crucial to understand the consumer decision-making process behind purchases that are specifically being affected by live streaming in e-commerce. This indicates the study of interactive features offered by the live streaming feature is a crucial consideration of brands, and how it affects consumer behaviour needs to be analyzed well. This is the reason this study aims to find out the impact of live-streaming e-commerce on Chinese consumer behaviour.

## **2. Literature Review**

### *2.1 Definition of Key Terms*

#### *2.1.1 Live Streaming*

It is crucial to understand the definitions of live streaming. Live streaming is concerned with sharing of voices and images in real time, which helps in enhancing interactivity and communication between unknown people who are located in diverse geographical places (Wang et al., 2022). This indicates live streaming is entirely based on digital technology performed within a relaxed environment between like-minded people, resulting in social relationships between them. One popular live stream is e-commerce live streaming, which highlights various details concerning online shopping activities. Live streaming is considered to be an entertaining option for e-commerce since it not only helps in better product demonstrations but also helps in establishing rapport between the consumers and the brand.

#### *2.1.2 Ecommerce*

It is crucial to understand the diverse definitions of e-commerce in its broad and narrow sense. Electronic commerce encompasses sales as well as the purchase of goods over the Internet that can be either paid or not paid or it can be delivered online or offline (Semerádová & Weinlich, 2022). This highlights the development of business activities within the internet, which is termed e-commerce. Furthermore, e-commerce is also defined as every electronic transaction that includes the infrastructure needed for the electronic commerce operation of all credit card transactions (Semerádová & Weinlich, 2022). This highlights the easy definition and easy access to online commerce for the proliferation of business activities. On the other hand, electronic commerce is also defined as the purchasing, offering, as well as transfer of various services and products that are mostly customer-centric over computer networks (Kedah, 2023). This means that electronic commerce is concerned with online shopping that is synonymous with commercial activities.

### 2.1.3 Consumer Behaviour

Consumer behaviour is the crucial determinant of consumer attitudes that has a direct impact on marketing activities. The explanation as well as understanding of diverse marketing activities are crucial to developing, promote as well and selling various products as well as services to consumers, which underlines the significance of emotions and involvement (Santos et al., 2022). This indicates that consumer behaviour is about understanding the behavioural intentions of the consumers so that targeted marketing strategies can be designed by the organizations. Understanding consumer behaviour helps the brands to understand the thought processes of the consumers so that targeted strategies can be formulated that compel the brands to make purchase decisions.

### 2.2 Evolution of Live Streaming in China

Live streaming has been increasingly used in China due to a proliferation of digital tools and the interesting features it offers that attract new-age consumers. Alibaba initially introduced Taobao Live in China in 2016, while ByteDance began commercializing e-commerce and launching TikTok Live in 2018 (Ma, Gao, & Zhang, 2022). Alibaba was the first to introduce a live-streaming feature in China, which started booming in the country. With an annual growth rate of 197.0%, the Chinese live-streaming commerce market grew from a size of over 1.2 trillion RMB in 2020 to a size of over 4.9 trillion RMB in 2023 (Ma, Gao, & Zhang, 2022). This shows the phenomenal growth witnessed by live-streaming commerce in China and how it attracted Chinese consumers and helped them in their decision-making process. The continuous live-streaming-watching intention of Chinese consumers includes information gathering, social interactivity, humour appeal and enhanced psychological mechanisms, which are some of the crucial reasons for the proliferation witnessed by the live streaming commerce in China (Ma, Gao, & Zhang, 2022). This means that the live-streaming audience in China prefers psychological mechanisms that are targeted by live-streamers such as perceived value, trust, and others. This means that live streamers instil a sense of trust, belonging and real-time interaction with the audiences so that they can more engage with the brand. Consumers have slowly started believing in the broadcaster's social presence as well as the reputation of the live streamer, which has a significant impact on the impulse buying behaviour of the consumers (Li, Wang & Cao, 2022). This indicates that consumers prefer reputed live streamers, which drives them to impulse purchase behaviour. The social presence of live streamers is crucial for consumers to determine their consumer purchase behaviour towards their e-commerce experience. Overall, it can be concluded that China has witnessed a major transformation in live streaming that has gained enormous popularity.

### 2.3 Theoretical Frameworks

It is crucial to understand the various theoretical backgrounds that underline the research topic concerning the impact of live-streaming e-commerce on Chinese consumers. The first concept is the Technology Acceptance Model (TAM). The technology acceptance model is based primarily on two elements namely perceived ease of use and perceived usefulness, which form the foundation of the utilisation of computer technology (El Archi & Benbba, 2023). Consumers are attracted by the usefulness of the live streaming for making purchase decision related to e-commerce. Moreover, ease of use determines their acceptance of live streaming features. TAM is successful in determining the user acceptability of live-streaming e-commerce since it is concerned with the behavioural, emotional and cognitive components of the individuals (El Archi & Benbba, 2023). This further generates a behavioural intention to use the live-streaming e-commerce features that are coupled with the computer adoption behaviour that is gaining importance in the online shopping industry.

Another theory that is relevant here is the social influence theory, which is crucial to understanding the impact of live-streaming e-commerce on Chinese consumers. As per the findings of Davlembayeva, Chari and Papagiannidis (2025), social influence theory primarily deals with the diverse user behaviours on different social media platforms that are based on the social groups the individuals belong. This indicates that compliance takes place when the individuals get access to rewards and tend to avoid any negative repercussions such as punishments for being non-compliant. Individuals tend to conform to the group behaviours, which are aligned with the social and personal interests of the overall social group. In the case of live-streaming e-commerce, opinion leaders, influencers, and celebrities play a crucial role in fostering consumer trust and facilitating consumer purchase intentions.

### 2.4 Factors Influencing Consumer Behaviour Related to Live Streaming in E-Commerce

Live streaming is based on four main pillars, namely visualization, interactivity, professionalization and entertainment (Ma, Gao, & Zhang, 2022). This is because live streamers can demonstrate their products from multiple directions, which there is an enhanced interest among the consumers, which may improve consumer purchase intentions. This further indicates that live streaming helps decrease the uncertainty associated with online shopping, which further generates consumer interest and stimulates their overall interest in the brand. One of the crucial factors behind the increased consumer interest in live streaming can be attributed to attractive prices and promotional offers by e-commerce brands. Price promotion includes either direct discounts offered to the goods or by introducing indirect

price preference in the form of coupons, discounts, shopping vouchers, and time-limited deals, which go a long way in attracting audiences of live-streaming e-commerce (Huang & Suo, 2021). This price promotion is excessively followed by Chinese e-commerce entities like Taobao and Dangdang, who engage in limited-time promotional offers, including flash sales, which attract the audiences and induce consumer purchase intentions. Furthermore, the price promotion is known to foster impulse buying behaviour among the masses, especially among the price-sensitive consumers.

Furthermore, consumer-streamer interaction is also instrumental in fostering positive consumer purchase intentions. Interpersonal interaction between streamers and live streamers is known to enhance consumer impulse buying behaviours since it appeals to the emotional aspects of the consumers (Huang & Suo, 2021). This indicates that positive behavioural attributes of the live streamers, as well as their real-time interaction, generate a perception of pleasure among the consumers, which motivates them towards purchase decisions. Furthermore, live streaming is also concerned with an enhanced visual appeal where the product mini-videos and virtual sense of touch generate consumer interest (Huang & Suo, 2021). This indicates that e-commerce providers engage in live streaming videos displaying product demonstrations that stimulate beautiful associations of the consumers, resulting in buying intentions.

Additionally, a streamer's public image also plays a crucial role in enhancing consumer behaviour towards live streaming services. Unlike traditional e-commerce, live-streaming e-commerce helps not only in product displays but also the live streamers take care of their advantages including eloquence skills, appearance and appearance to convince the consumers (Wongsunopparat & Deng, 2021). This means that the live streamers use their sales ability, market judgment, and other physical characteristics to convey the product details to the consumers and generate their interest in the brand's products and services. Furthermore, live streamers are often regarded as opinion leaders with high expression value and professional ability who sell diverse products with the help of live streaming e-commerce platforms.

Consumer behaviour is affected by live streaming when they feel enhanced pleasure watching the live stream videos. According to Wang et al. (2022), afford pleasure is concerned with an affective state whereas arousal is a sudden affective property caused due to live streaming, which causes positive shopping decisions. Moreover, live streamers often provide various kinds of rewards to the consumers that not only enhance consumer pleasure but also lead to consumers' goodwill. However, live streaming may not be very effective for targeting experienced customers who already know about product details from their earlier purchases, and the live streaming may not be a decisive factor for engaging in online shopping.

### *2.5 Role of Live Streaming in Shaping Consumer Loyalty*

Live streaming is considered a unique marketing tool through which e-commerce brands gain popularity among the consumers that helps in enhancing customer loyalty. The findings of Chen and Yang (2023) reveal that live streaming is a crucial marketing tool and the influencer engagement and influencer trust is instrumental in shaping consumer loyalty. This highlights that the streamer's attachment and trust with the consumers are instrumental in creating attachment for the e-commerce users that helps in enhancing customer purchase intentions. When customers experience greater attachment relationships with the live streamers then they are more inclined to engage in a long-term relationship with the brand. On the other hand, brand love and brand experience is instrumental in enhancing willingness to pay for premium service and also create positive brand experiences (Santos & Schlesinger, 2021). This further indicates that the brand experience and brand attachment create a positive impact on young customers and hence brand managers should prioritise in formulating greater brand associations with the customers and particularly focus on targeting younger generations since they are more connected with technology which creates a long-term association with them. Overall, it can be concluded that live streaming has a positive impact on consumer loyalty by creating an overall positive brand experience including fostering positive emotions,

### *2.6 Challenges in Live Streaming*

Live streaming e-commerce also has some challenges that need to be considered well by the e-commerce brands. According to Wang and Fang (2021), live streaming refers to the practice of using live broadcasting platforms' anchors to display products to customers or provide services via live broadcast, with products here, both digital and tangible. The definitions of Wang and Fang (2021), demand for live streaming is difficult to predict since personal consumer characteristics and consumption habits is difficult to predict and consumer needs is unpredictable. Furthermore, it is often challenging to meet the changing consumer preferences since live streaming audience is diverse and varied. There is a constant pressure on the e-commerce giants to engage in product customization so that customer stickiness is enhanced and there is continued business sales and constant customer loyalty. On the other hand, low information and poor degree of coordination makes the company unable to understand the consumer preferences and hence e-commerce fails to provide personalized services to the customers. Furthermore, live streaming e-commerce is also unable to ensure desired production stability and maintain adequate after sales support, which is the reason why live streaming is often

coupled with uncertainty and lack of acceptance. Therefore, live streaming e-commerce should be careful of the supply chain mechanisms of live streaming so that there is positive consumer behaviour leading to consumer purchase intentions.

### 2.7 Gaps in Literature

Although there is a wide range of literature that focusses on e-commerce, but there has been limited research on live streaming e-commerce. Furthermore, there is less scholarly articles that aim to study the relationship between live streaming and e-commerce, which is why this study aims to understand the impact of live streaming e-commerce on enhancing customer purchasing intentions. Additionally, there is very few studies that aim to study the relationship between consumer purchase intentions of Chinese consumers and live streaming ecommerce.

## 3. Research Gap

### 3.1 Research Objectives

- To determine the factors contributing to consumer decision-making in the live-streaming used in the e-commerce sector
- To determine the impact of live streaming concerning e-commerce on consumer behaviour
- To explain the relationship between live-streaming E-commerce and consumer behaviour

### 3.2 Research Questions

- What factors contribute to consumer decision-making in the live-streaming used in the e-commerce sector?
- What is the impact of live streaming concerning e-commerce on consumer behaviour?
- What is the relationship between live-streaming E-commerce and consumer behaviour?

### 3.3 Research Hypothesis

H1: Price promotions during the live-streaming process have a positive impact on consumer purchase intentions

H2: Consumer-streamer interactions during live-streaming e-commerce have a positive impact on consumer purchase intentions

H3: The public image of the streamer during live-streaming e-commerce has a positive impact on consumer purchase intentions

H4: Consumer pleasure during live-streaming e-commerce has a positive impact on consumer purchase intentions

## 4. Methodology

It is crucial to analyze the research methodology that would be used to carry out this research that would helpful in analyzing the impact of the live streaming on the consumer purchase intentions among Chinese consumers. The research methodology that would be used to analyze the impact of live streaming is quantitative research methodology. Although reflexivity is common in qualitative practice, but it is also common in quantitative research methods that helps in identifying own positionalities (Jamieson, Govaart & Pownall, 2023). This indicates that methodological spread should comprise of intersctionality that not only addresses the in-depth topic analysis but should also encompass the systematic research topic analysis. Quantitative method is logical data collection method that is based on the scientific and systemtic data collection, analysis of raw data to engage in hypothesis testing in specific research is influenced by positivist ideological stance (Ghanad, 2023). This indicates that the quantitative research method takes into account the standardized research instruments in which reporting is based on high reliability so that the research objectives can be fulfilled. In this research, the quantitative method was chosen to analyze the relationship between live streaming e-commerce and the Chinese consumer's purchase intentions. The data collection was performed on 150 Chinese consumers who are regular users of the live streaming e-commerce platforms. The quantitative research was also helpful in fulfilling the research objectives by adopting a scientific way of statistical analysis for satisfying observable, quantifiable and precise research question. The quantitative research is helpful in deriving an unbiased study report based on unbiased assessment standards. The selected data analysis for this research was SPSS, which was helpful in finding meaningful associations between the study variables and its alignment with the research objectives.

## 5. Analysis

This chapter introduces data analysis to explore the effect of live-streaming e-commerce on consumer purchase intention. It offers descriptive statistics, validity and reliability tests, correlation analysis, and regression models to measure relationships between important variables. Statistical methods guarantee robustness in measuring consumer behaviour. The results offer insights into how price discounts, consumer-streamer interaction, streamer reputation, and consumer enjoyment influence buying decisions in live-streaming e-commerce.

### 5.1 Demographic Analysis

Table 1. Demographic descriptive

Category		Frequency	Percent
Gender	Female	79	52.7
	Male	67	44.7
	Prefer not to Say	4	2.7
Age	18-24	51	34
	25-34	48	32
	35-44	39	26
	55 and above	12	8
	High School	18	12
Education	Diploma	21	14
	Postgraduate	41	27.3
	Undergraduate	70	46.7
	Other	12	8
How frequently do you participate in live-streaming e-commerce?	Daily	44	29.3
	Multiple times a week	33	22
	Never	40	26.7
	Once a month	33	22
Preferred Product Type	Beauty	35	23.3
	Electronics	27	18
	Fashion	22	14.7
	Food & Beverages	40	26.7

The population comprises 150 respondents with a slight majority of females (52.7%), followed by 44.7% males and 2.7% who did not want to specify their gender. The age is represented by the majority being 18-24 years (34%), followed by 25-34 (32%) and 35-44 (26%), with 8% aged over 55 years. On education, 46.7% have an undergraduate degree, 27.3% possess postgraduate qualifications, and 14% and 12% possess other or high school diplomas, respectively. As for live-streaming e-commerce involvement, 29.3% take part every day, and 22% do so several times a week or every month. Yet, 26.7% never do. Food & Beverages (26.7%) and Beauty (23.3%) were the most sought-after product categories, followed by Electronics (18%) and Fashion (14.7%), reflecting diversified consumer interests.

### 5.2 Reliability and Validity

Table 2. Reliability

Construct	Cronbach's alpha	No of items
Price Promotion	0.759	3
Public Image of Streamer	0.886	3
Consumer Pleasure	0.819	3
Consumer-Streamer Interaction	0.861	3
Consumer Purchase Intentions	0.88	3

Cronbach's alpha for all the constructs measures 0.759 to 0.886, which means that there is excellent to good reliability. There is the best reliability in the Public Image of Streamer (0.886) and Consumer Purchase Intentions (0.88), which testifies to the internal consistency for all three-item scales being high.

Table 3. Validity

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.935
Bartlett's Test of Sphericity	Approx. Chi-Square	1939.764
	df	105
	Sig.	0

The KMO value (0.935) supports the sampling adequacy for factor analysis, whereas Bartlett's Test of Sphericity ( $\chi^2 = 1939.764$ ,  $p < 0.001$ ) suggests that the variables are highly correlated and thus support the validity of the measurement model and justify further factor analysis.

### 5.3 Correlation Analysis

Table 4. Correlation

	Consumer Purchase Intentions
Price Promotion	.710**
Public Image of Streamer	.841**
Consumer Pleasure	.881**
Consumer-Streamer Interaction	.819**

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis indicates positive correlations between all independent variables and Consumer Purchase Intentions ( $p < 0.01$ ). The highest correlation is found for Consumer Pleasure ( $r = 0.881$ ), which implies that the enjoyment gained from live-streaming plays a critical role in purchasing behaviour. Strong correlations are also observed for Public Image of the Streamer ( $r = 0.841$ ) and Consumer-Streamer Interaction ( $r = 0.819$ ), emphasizing the significance of trust and interaction. Price Promotion ( $r = 0.710$ ), although still significant, has the lowest relationship and suggests that sales alone are less powerful than engagement.

### 5.4 Regression Analysis

Table 5. SLR model summaries

	Independent Variable	Beta	R <sup>2</sup>	Sig.
Model 1	Price Promotion	0.809	0.504	0.000
Model 2	Public Image of Streamer	0.913	0.708	0.000
Model 3	Consumer Pleasure	0.965	0.775	0.000
Model 4	Consumer-Streamer Interaction	0.9	0.671	0.000

Sig:<0.001

Dependent Variable: Consumer Purchase Intentions

SLR results validate that all independent variables significantly contribute positively to consumer purchasing intentions ( $p < 0.001$ ). Consumer Pleasure ( $\beta = 0.965$ ,  $R^2 = 0.775$ ) is found to have the greatest influence with 77.5% explained variance, thus proving that satisfaction and interaction of live-streaming e-commerce greatly influence purchasing intentions (H4 supported).

Public Image of the Streamer ( $\beta = 0.913$ ,  $R^2 = 0.708$ ) is also significant, with a significant effect explaining 70.8% of the variance, indicating that reputation and trust in the streamer play a significant role in consumer behaviour (H3 supported).

Likewise, Consumer-Streamer Interaction ( $\beta = 0.900$ ,  $R^2 = 0.671$ ) depicts an excellent association, affirming that real-time participation and responsiveness have a positive impact on buying behaviours (H2 supported).

Price Promotion ( $\beta = 0.809$ ,  $R^2 = 0.504$ ) is the weakest effect, accounting for 50.4% of the variance, showing that promotions affect purchase intentions but are weaker than interactive and engaging influences (H1 supported).

### 5.5 Summary

The study verifies that live streaming of e-commerce has a major effect on the buying intentions of consumers. Consumer Pleasure and Public Image of the Streamer were the strongest influences, followed by Consumer-Streamer Interaction and Price Promotions. Tests for reliability and validity verified strong measurement consistency, with correlation and regression analyses verifying all hypotheses highlighting engagement and trust as major drivers of purchase.

Table 6. Hypothesis Summary

Hypotheses	Decision
H1: Price promotions during the live-streaming process have a positive impact on consumer purchase intentions	Accept
H2: Consumer-streamer interactions during live-streaming e-commerce have a positive impact on consumer purchase intentions	Accept
H3: The public image of the streamer during live-streaming e-commerce has a positive impact on consumer purchase intentions	Accept
H4: Consumer pleasure during live-streaming e-commerce has a positive impact on consumer purchase intentions	Accept

## 6. Discussion

The study revealed that public image of the streamer and consumer pleasure had the strongest influences on the consumer's purchase intentions of Chinese consumers. The viewers of live streaming are affected by the trust,

streamer's image and positive word-of-mouth of the live streamer, which increases their purchase intentions (Xu, Cui & Lyu, 2022). Accordingly, Social Influence Theory explains the influence of social groups and opinion leaders on individual actions. In live streaming e-commerce, the influencers and award-winning celebrities are opinion leaders, and their public image, along with social presence, highly influence viewers' decision-making choices. Consumers have a tendency to conform to the behavior expressed by these streamers as they trust their product recommendations. These results also align with the findings of this research as it implicated trust in the streamer and the streamer social capital were shown to increase consumer purchase intention by closing the information asymmetry climate and building social validation for them. This highlights that the social influence of the live streamers goes a long way in reducing information asymmetry in the decision-making process of the consumers, which means that the social capital of the live streamers is of paramount importance when it comes to deciding the contribution of live streaming on the consumer purchase intentions. Considering TAM, consumers found that the convenience of live streaming positively shaped their behavior, simplifying product exploration and making shopping less effortful. The ability to watch live demonstrations of products and interact with them reflects perceived usefulness that inadvertently shifts consumers to further engage and ultimately intend to purchase. These factors exemplify the relevance of TAM in molding consumer decision-making, as the ease of use and usefulness of live streaming gives consumers a favorable attitude toward continued use for e-commerce purposes. This means that the public opinion of the live streamers goes a long way in purchase intentions of the live streamers. On the other hand, Wu et al. (2023) found out that social presence of the live streamers goes a long way in enhancing the experiential value offered to the consumers. This means that the social presence of the live streamers as per their hedonistic and utilitarian value goes a long way in influencing the consumers for making positive contributions to the purchase intentions. This is also aligned with this study findings, which point out that consumer pleasure associated with live streaming has significant influence on the consumer behaviour of Chinese consumers.

The study findings also revealed that the consumer-streamer interaction and price promotions have significant impact on consumer purchase intentions of Chinese consumers. The interaction of streamers and consumers go a long way in influencing consumer purchase intentions (Liu & Zhang, 2024). This indicates that the consumer streamer interaction is a crucial parameter in fostering consumer buying patterns among the Chinese nationals. Consumers are motivated by the real-time interactions between e-commerce brands and themselves that make them inclined to perform buying action. In the context of cross-border e-commerce, streamers typically employ price strategies such price increases and decreases to entice and draw customers (Ji, Fu & Li, 2023). This indicates that the price reductions for limited time period is one of the attractive features of live streaming that attracts consumer towards buying intentions.

### *6.1 Managerial Implication*

The study is imperative for the marketers, brands, public relation officers, e commerce platform administrators and live streaming e commerce platforms in China who need to devise suitable strategies for live streaming e commerce campaigns. Live streaming e commerce platforms should take into account the consumer streamer interaction and design business operations based on the image of the streamers so that there is enhanced consumer interaction with the brand. On the other hand, they should also implement price promotions like discounts, buy one get one free offer, limited time deals and others in a manner that generates sufficient consumer interest. Furthermore, live streaming's visual pleasure should be enhanced so that the consumers feel greater affinity with the brand. E-commerce brands should try to strike emotional connection with the consumers so that there is customer loyalty in the long term. Furthermore, consumers should take into account the interactive and entertaining features of the live streaming so that they can be more popular to the consumers that would lead to greater purchase intentions. Lastly, the live streamers should focus on creating enhanced customer engagement with the audiences so that there is enhanced consumer behaviour and increased customer purchase intention.

## **7. Conclusion**

The study revealed the close relationship between live streaming e-commerce and Chinese consumer behaviour. The findings of the study revealed that live streamer's public image and consumer pleasure associated with live streaming had the strongest influences on Chinese consumer behaviour. Moreover, price promotions and consumer-streamer interaction also play a significant role in enhancing the consumer purchase intentions, especially related to Chinese consumers. This study has serious implications on policy makers and live streaming e-commerce companies since this would help them devise suitable strategies for attracting the target market customers. Especially, the live streamers should create an emotional bonding with the consumers that would help them increase business conversion rates.

### *7.1 Limitations and Future Scope*

The study is specifically based on the Chinese live streaming industry and is not applicable to other countries, especially Western countries. This indicate the restricted scope of the study findings that is specifically relevant to China hindering its generalization. Secondly, the study is generic in nature without taking into consideration platform-specific dynamics



such as live stream options of Douyin Live and Taobao Live. This current study can be used to devise future studies in which cross-cultural implications of live streaming can be invested along with studying the technology-driven interventions like AI usage. This means that future studies can delve deeper into the consumer personalization being driven by live streaming. Lastly, The study solely relied on quantitative methods. The data provided statistical objective information, but it also limited the understanding of individual customer motivation and psychological variables related to live-streaming e-commerce behavior. Therefore, future research should incorporate mixed-methods using qualitative interviews as well as quantitative surveys. This will help gather the individual consumer accounts with the measurable understanding of behavior, whereas, quantitative surveys offer for a more overall picture of consumer decision-making in live-streaming e-commerce.

**Acknowledgments**

Not Applicable.

**Authors contributions**

Conceptualization: X.Z, N.R; Methodology: X.Z, N.R; Data Collection: X.Z; Data Analysis: X.Z, N.R; Writing - Original Draft Preparation: X.Z; Writing - Review and Editing: X.Z, N.R, A. A, S.H; Visualization: X.Z, N.R; Supervision: X.Z, N.R, A.A.

**Funding**

This research received no external funding.

**Competing interests**

The author declare no conflict of interest.

**Informed consent**

Obtained.

**Ethics approval**

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

**Provenance and peer review**

Not commissioned; externally double-blind peer reviewed.

**Data availability statement**

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

**Data sharing statement**

No additional data are available.

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