

The Effects of Live-Streaming E-commerce on Consumer Behavior and Psychology

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Abstract. Live-streaming e-commerce has evolved to become a significant driving force in modern retail spaces beyond playing an experimental or supporting role in the digital commerce. In the article, one can use a critical analysis of the well-known domestic and foreign studies printed in the past five years to identify the defining characteristics of live-streaming e-commerce. Such attributes are mainly immediacy, interactivity and immersion, which are considered to be mutually supportive qualities, not independent dimensions. At the same time, several significant research variables, including consumer trust, perceived value and buying behavior, which are continually discussed in the literature are summarized. Regarding behavior, general evidence on the issue reveals that live-streaming e-commerce reduces the time of decision-making, drives social validation, and generates a sense of urgency, all of which are triggers of impulse and repeat purchases. Psychologically it causes emotional arousal, increases multidimensional perceived value, and development of anthropomorphic trust, the processes of which change the internal condition of consumers. Despite these findings, there have remained numerous gaps in the current body of study. Several studies focus on the view of the seller too much, they have rather homogeneous samples and they usually rely on cross-sectional data. Besides, the interdisciplinary theoretical integration continues to be deficient. In reaction, to enhance a more sustainable and balanced understanding of live-streaming e-commerce, this paper compiles future research focus areas that are aimed at examining ethical accountability, policy of the platform, and customer welfare.

Keywords: Live-streaming e-commerce, consumer behaviour, consumer psychology, perceived value, trust

1. Introduction

The third decade of the twenty-first century is off and running and the digital economy continues to expand very rapidly. A significant contributor in this growth is the wide usage of mobile communication technology and the Internet. This has led to major changes in consumer behavior tendencies as well as commercial activity structure.

One of the most vivid and fastest-growing business models in this greater change is live-streaming e-commerce.

Live streaming e-commerce is an integration of many social and technological drivers to ensure a good customer experience. This concept overcomes numerous initial disadvantages in comparison to traditional e-commerce sites that use text and TV shopping channel systems. It enhances customer experience by making it more dynamic, attractive and engaging.

Livestream e-commerce has very truly paid off in the business world, although it has also brought with it profound social and psychological problems. On the one hand, it is certain to boost the brand interest and enhance the sales conversion rates. The highly focused environment that is usually present in live streaming rooms can, however, be harmful.

Customers can be exposed to psychological distress, over consumption and loss of privacy with the combination of various factors.

Some of the areas that have been studied by previous researchers on include the marketing strategies, streaming characteristics and adoption of technology. We cannot neglect the value they have given our present study in terms of foundation.

Hence this study provides informative details. However, their findings often remain detached and fail to be systematically incorporated.

There are still several gaps in the available literature. To begin with, research may be disproportionate. The primary topics of most researches are persuasive influences and business performance. Conversely, comparatively less attention is paid to consumer welfare and potential this risk. Second, the AISAS framework and the Stimulus-Organism-Response (S-O-R) model that are considered traditional marketing models are often employed in the theoretical accounts. More profound psychological and sociological concepts are yet to be examined. Third, the methodological techniques are based primarily on cross-sectional surveys. These data are useful, although they make it difficult to understand long-term effects and cause and effect is difficult to make inferences.

It is on this basis that this research will set out to critically review and summarize the literature on live-streaming e-commerce. It aims at explaining the impact of live-streaming e-commerce on the psychology and behavior of customers. It also tries to identify the underlying processes that support the effects. The weaknesses of the current literature are also examined in the paper as well as new areas of focus that should be pursued. In so doing, it aims to promote a more conscientious, unbiased and comprehensive awareness of live-streaming e-commerce. The adaptability and comprehension of the contemporary e-commerce environment and marketing are extremely essential.

2. Key concepts

The E-commerce Live-Streaming: Concept and Characteristics.

Live-streaming e-commerce is a digital retail concept that considers live video streams over internet platforms as the means of advertisement and selling of goods. Streamers promote products using live broadcasts with the help of this paradigm. They explain key attributes and demonstrate the product usage. They also respond to questions of the audience in real time.

Meanwhile, customers may also make purchases immediately through the platform using the links integrated into it.

Live-streaming e-commerce has several peculiarities in comparison with the conventional text-based e-commerce and the television shopping. The main elements of the traditional e-commerce are the presence of the static photos and the descriptions. TV shopping is not connected instantly even though it is visual. On the contrary, live streaming e-commerce integrates real-time transactions, audio-visual presentation and real-time interaction into a single consumer experience. This integration creates a more interactive and sociable buying experience.

Already performed studies usually agree that the most significant aspects of the live-streaming e-commerce directly depend on its effectiveness. Immersive experiences allow customers to handle objects in contextualized rich environments. In depth demonstrations and live videos will assist customers make the more intuitive interpretation of product characteristics. It is a virtual experience and reduces uncertainty and improves participation.

Second, the interactive dialogue between streaming media and the audience is realized by means of the interaction. Customers are also able to share their ideas and ask questions as well as get feedback in time. This procedure increases the level of engagement. Furthermore, it reinforces the sense of participation in customers. It also promotes developing a deeper psychological connection between the broadcasters and customers.

Third, immediacy reduces the delay between exposure to the information and the decisions made to buy it. Live-streaming involves combining real-time marketing and instantaneous purchasing channels. As such, customers will be in a position to move rapidly in receiving information and making purchases without leaving the streaming live interface.

Immersion, participation, and immediacy when put collectively make the difference between live e-commerce and more conventional online models related to retail. These characteristics provide the underlying conditions that make live-streaming e-commerce be able to influence the psychology and the behavior of consumers.

Definition of Key Variables

This paper addresses several significant areas of the consumer behavior and consumer psychology with a view of offering a systematic analysis of consumer reactions to live-streaming e-commerce. It will be considered at two levels- consumer behavior angle level, and consumer psychology level.

In the behavioral perspective, the final consumption behavior of consumers within the live-streaming context is known as purchasing behavior. This category includes first, and repeat purchases [1]. The activities indicate the success of live-streaming commerce in converting audience into customers.

Interactive behavior is also known as customer involvement in a live-streaming session. Interactive behavior is defined as any kind of commenting and liking in the live sessions [2]. This involves streaming live programs, watching videos and commenting as well as asking questions. The perceived-risk decreases with trust [3,4]. Such activities indicate the levels of consumer interest although such activities may not necessitate actual payment. Their emotions are also demonstrated through their interest and particularity [4].

In psychological terms, how the consumers evaluate the products holistically is referred to as the perception of value. This evaluation is based on the comparison of perceived costs and benefits. It possesses social, emotional, and functional components. Since perceived value will always involve a number of evaluation procedures integrated into one analysis, it is generally accepted to be a determinant of consumption [1].

Trust is the aspects of integrity, competency, and reliability of streamers and brands that are held by consumers. Trust in live-streaming environments is critical in perceived risk reduction and easy purchase of the product [2,3].

Brand loyalty is a criterion to evaluate and define the inclination of consumers purchasing identically branded goods again and to be comparatively more stable throughout time. It is a lasting resolution of live-streaming marketing as opposed to a direct answer [5].

3. The impact of live-streaming e-commerce to the consumer behavior

Empirical Experiencing on Behavioral Effects.

Empirical evidence suggests that live-streaming e-commerce can influence observable consumer behavior to a great extent. Such behaviors are primarily a decision-making process, a purchasing behavior and an engagement behavior [6].

It analyses widely used analytical models, such as S-O-R and AISAS models. They describe how the characteristics of platforms and streamer attributes are external stimuli. Their review makes it clear that real-time interaction, promotional incentives, and professionalism of the streamers are effective in increasing the speed of the decisions-making [7]. These elements as well raise the chances of direct buying. The conclusions demonstrate that the high-pressure sales tactics are very popular in live-streaming environments. Often used ones are countdown alerts and temporary discounts. These tactics play a great role in fueling impulse buying as less time is evaluated.

The impact of live-streaming is especially delicate to university students, too. Their values of consumption are in progress. Social cues are more effective in their decisions.

The correlation between involvement in live-streaming business and repeat buying is high. The consumer with a high tendency of using live-streaming commerce tends to demonstrate a tendency to be more likely to have higher repurchase intentions. Surprisingly, the strategies of collaboration between streamers may increase the rate of conversion. Nonetheless, there is a limited comparative testing.

Drawing Behavioral Conclusions and Methodological Insight.

On balance, the current research always suggests that in live streaming e-commerce, it reduces the time of a decision, leads to impulse buying, and promotes a purchase in the future. These findings are further achieved by cross-regional evidence [8]. Needless to say, they are actually helpful to the present-day research.

Nevertheless, the majority of studies are based on cross-sectional information. This restricts causal inference. There is lack of longitudinal and experimental research. Due to this fact, the changes in behavior observed to be caused by it continue to be hard to define in terms of the long-term brand loyalty or the immediate sales impact.

4. Effect of live-streaming e-commerce on consumer psychology

Psychological Processes that E-commerce Live-Streaming is Built on.

The forces of live-streaming e-commerce have a number of psychological effects on a consumer. It is involved in developing trust and lessening the psychological distance between the consumers and the brands. The streamers presentations are professional and relatable, which increases their credibility [2,3].

Live-streaming e-commerce enhances a perception value through embedding the functional, emotional, and social assessment [1]. Secondly, there are scarcity signals and motivational rhetoric, which cause emotional stimulation and desire. This pushes the decision making process toward affective processing.

Lastly, live-streaming environments make cognition processing easier. Uncertainty and cognitive burden are lowered with the help of real-time feedback and visible social proof.

Psychological Effects and Critical Reflection Synthesis.

There is a high psychological impact of live-streaming e-commerce. These are the development of trust, the development of perceived value, emotional arousal, and simplification of a cognition. These effects self-correlate with the existing psychological models.

Nevertheless, it has also been shown to have negative results. These are psychological stress, decision fatigue and post purchase remorse. The long term psychological effects have not been explored well especially among university students. The largest category of buying the products of live-streaming e-commerce is comprised of the students. Thus, it still has a long way to go to reconcile these facts and future research should be more concerned with the long-term psychological impact. That is potentially useful in creating a more accountable online trading world [9,10].

5. Conclusion

The paper concentrates on the current literature involving live-streaming e-commerce and its impacts on consumer behavior and consumer psychology. Live-streaming e-commerce simplifies the process of decision making as well as ramping up impulse buying and buying again. Psychologically, it works by a mechanism of trust, perceived value, emotional arousal and simplifying cognitions. Further studies ought to consider more the issue of customer welfare and long-term effects.

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