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[THE RISE OF LIVE-STREAMING E-COMMERCE: ANALYZING CONSUMER PURCHASE BEHAVIOR AND BRAND TRUST IN REAL-TIME SHOPPING EVENTS]

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ABSTRACT

With the evolution of online buying behavior, live-streaming e-commerce (LSE) has emerged as a disruptive innovation—merging entertainment, real-time interaction, and digital shopping into a single, immersive experience. Despite its growing popularity, limited research has explored the psychological and social mechanisms driving consumer behavior in these dynamic environments. This study investigates the psychological and social factors influencing consumer purchase behavior and brand trust during live shopping events. It specifically examines the effects of real-time engagement features—such as live chats, Q&A sessions, and limited-time offers—on consumer decisions to explore how para-social relationships with streamers and perceived authenticity shape consumer responses. Three key propositions are tested: (1) real-time engagement boosts impulse buying; (2) stronger interactions with streamers enhance brand trust; and (3) authenticity moderates the effect of engagement on purchase intentions. A quantitative approach was employed, using regression analysis, correlation, and structural equation modeling (SEM) on data collected from 400 participants with prior live shopping experience. The findings reveal that emotional stimulation through authentic, real-time interactions creates a sense of urgency and social connection, leading to heightened consumer engagement and increased purchase behavior. This research contributes to existing literature by highlighting the role of emotional involvement in live commerce and provides actionable insights for digital marketers. In discussing approaches to managing cognitive overload and privacy risks, the study recommends future research on cross-cultural consumer behavior and the integration of artificial intelligence in live shopping experiences.

Keywords: Real-time engagement; para-social relationships; authenticity; impulse buying; structural equation modeling; digital marketing; emotional engagement

Introduction and Background

Live Streaming E-Commerce

Imagine buying your favorite product—not from a conventional store or website but in a live conversation with the influencer who endorses it while hundreds of others respond instantaneously. A live video with an individual unwrapping the latest technology, trying on apparel, or showcasing a culinary item, and a countdown timer is displayed on the screen that the offer vanishes within seconds. This is not a sci-fi movie; it is happening in real. Live-streaming e-commerce (LSE) has transformed conventional shopping into exciting social experiences characterized by trust, entertainment, and urgency. What fundamentally drives us to click "buy" in these momentary instances? Is it the host's genuineness, the apprehension of exclusion, the feeling of belonging to a larger entity, or the nuanced manipulation of your desire for impulsive buying and social validation that sets the deal? Exploiting deep insecurities and aspirations, LSE cultivates an atmosphere where the shopping decision appears less of a choice and more of an inevitable response. That is how platforms such as LSE utilize ingenious tactics, manipulating the human psyche to influence shopping behavior.

The present study explores this phenomenon, involving psychological and emotional dynamics underlying a contemporary digital trend where shopping intersects with real-

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time storytelling, that is, Live-streaming E-commerce (LSE). LSE represents a paradigmatic shift in digital retail, qualifying as a breakthrough within the contemporary commerce ecosystem. It has accelerated virtual shopping experiences by combining entertainment, social interaction, and real-time purchasing. Live streaming e-commerce (LSE) is a progressively prevalent digital commerce modality that integrates real-time video transmission with interactive buying experiences. Originating in China and rapidly extending to international markets through Taobao Live, TikTok Shop as well as YouTube Live, Shopee Live, and Instagram Live platforms (Chen et al., 2022; Zhang & Zhao, 2023), LSE revolutionizes conventional online shopping by incorporating entertainment, immediacy, and personal engagement. McKinsey & Company (2023) forecasted that live commerce will occupy 10–20% of global e-commerce sales by 2026, predicting its escalating expansion.

In live-streaming, hosts—characteristically influencers, company reps, or professional streamers—demonstrate products during live broadcasts while interacting directly with viewers through chats, polls, and question-and-answer sessions. The digital marketplace combines real-time entertainment with retail activities into an interactive and stimulating buying experience. LSE works best when entertainment crosses paths with influencer marketing alongside on-the-spot purchasing possibilities to give users a direct route between finding products and making purchases. The real-time review experience facilitated by KOLs (key opinion leaders—trusted experts or celebrities) or micro-influencers, along with interactive participation, provides live commerce with significant advantages compared to traditional e-commerce product display (Xu et al., 2023). Integrated commerce and content create a shopping environment that amplifies user engagement and stimulates purchasing intent (Lim et al., 2023).

Key Features of Real-Time Shopping Events

The main characteristic of live commerce is its ability to achieve high levels of user involvement. Users can duplicate an in-store shopping environment by using real-time communication tools and clickable product links as well as Q&A sessions and polling options on the platform (Guo et al., 2022). Flash sales and exclusive coupon codes induce scarcity perception and urgency drives, leading to impulsive buying (Chen & Lin, 2023). Live streamers are entertainment sources combined with promotional advocates as their audience-perceived intimacy enables unique sales influence beyond standard advertising approaches. Forming para-social relationships is vital for e-commerce streaming to help viewers develop emotional bonds with streamers without any tradeoffs. Emotional bonding forms consumer attitudes and creates purchasing intent influenced by relationships that strengthen the perception of authenticity, trust, and credibility (Wang et al., 2022).

Relevance of Consumer Behavior in Live Commerce

The analysis of live-streaming consumer conduct is critical due to the distinct psychological and social attributes that differentiate this platform from standard online shopping. Live interactions along with immediate pressure through emotional connection between viewers and presenters result in instinctive buying choices that exclude systematic assessment (Zhou & Li, 2024). Establishing trust in live commerce hinges on three key factors: the perceived authenticity of the content; the presenter's delivery style; and the overall sentiment of the audience. Live commerce is an essential tool that helps

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companies situate their brand while developing customer relationship programs. Live events enable brands to achieve direct sales and long-term goals such as brand recognition, identity development, and stronger customer relationships (KPMG, 2023). For success in the evolving digital space, marketers must understand and adapt to consumer behavior within live commerce environments.

Live streaming e-commerce requires a thorough investigation of psychological motives, trust-building methods, and decision-making protocols that control consumer choices within real-time shopping environments. This study intends to fill this knowledge gap by using empirical evidence that explains buying behavior responses and brand trust effects during live shopping broadcasts.

Problem Statement

Real-time online shopping combines engaging content with influencer-driven promotions, enabling users to instantly purchase digital products through e-commerce platforms. The global popularity of live streaming among young consumers demands a thorough investigation regarding how event interactivity creates trust-related consumer decisions. Moreover, the successful sales and engagement outcomes from this approach require deeper research about how particular elements of real-time contact affect consumer buying behavior and brand trust development. However, the empirical evidence on psychological and behavioral processes related to live-streaming commerce remains scarce as the literature predominantly examines e-commerce behavior and influencer marketing behavior.

Research Objectives, Questions, and Hypotheses

Table 1 Presents Research Objectives, Questions, And Hypotheses

Research Objective (RO)	Research Question (RQ)	Hypothesis (H)
RO1: To investigate the psychological and social factors that influence consumer purchase behavior during live-streaming e-commerce events.	RQ1: Which psychological triggers—such as time pressure, scarcity, and social proof—drive consumer responses in live-streaming e-commerce environments?	H1: Real-time interaction during live-streaming e-commerce significantly promotes immediate purchase behavior.
RO2: To evaluate how features such as live chat, Q&A sessions, and countdown timers influence consumer engagement and trust during live shopping events.	RQ2: How does immediate interaction between vendors and participants during live broadcasts affect consumer engagement, loyalty, and purchase behavior?	H2: Higher levels of consumer-streamer interaction are positively associated with increased brand trust.
RO3: To assess how consumer perceptions of authenticity and para-social relationships influence consumer trust in the purchase intentions during live streams.	RQ3: How do perceptions of host authenticity impact the relationship between the live interactivity and the likelihood of making a purchase.	H3: Belief in host authenticity strengthens the relationship between the live interactivity and the likelihood of making a purchase.
RO4: To explore how	RQ4: How do para-social	H4: Customer loyalty and

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Research Objective (RO)	Research Question (RQ)	Hypothesis (H)
audience-streamer interaction influences brand trust and customer loyalty.	relationships developed during live streaming events affect customer loyalty and repeat purchase behavior?	repurchase intentions are positively predicted by the strength of para-social relationships formed during live streams.

Significance of the Study

This research provides both practical significance and theoretical insights into the fast-growing domain of digital commerce. In contrast to conventional e-commerce, live shopping cultivates a dynamic atmosphere where impulsive purchasing is swayed by emotional ties and the perception of personal relationships with streamers. In this regard, this study augments scholarly understanding of consumer psychology in digital interactions by examining the particular psychological and social mechanisms that influence behavior in LSE.

The findings have practical implications for digital marketers, businesses, and e-commerce platforms, assisting them in the effective and ethical use of live-streaming capabilities. Moreover, the study emphasizes authenticity, immediacy, and consumer-streamer interaction to promote personalized and trustworthy live purchasing experiences that enhance brand trust, increase engagement, and stimulate sales. The research also guides platform developers in creating user experiences that fulfill client expectations while nurturing enduring loyalty and satisfaction.

Research Gap

The world's speedy growth of live streaming e-commerce leaves significant empirical gaps in understanding how people make purchasing decisions in this setting. The current body of research fails to illuminate the specific real-time elements in live commerce which consists of interactivity and urgency plus para-social influence because it predominantly studies general e-commerce behaviors and influencer marketing methods. The formation of trust patterns between consumers and event hosts remains poorly understood through empirical studies and the same applies to how authentic hosts affect consumer engagement and purchasing choices. Research about the lasting sustainability of live commerce tactics along with their ethical implications has identified minimal exploration when analyzing consumer boredom and privacy-related aspects.

Literature Review

Theoretical Framework

The live commerce customer behavior analysis benefits from the interwoven theoretical frameworks of Social Presence Theory, Trust Transfer Theory, and Para-social Interaction Theory. Social Presence Theory specifies that the perception of co-presence during communication powerfully interacts with user connection levels (Short et al., 1976). The combination of real-time communication features, including Q&A and host-audience interaction, generates a strong audience presence while reducing purchasing resistance (Kim et al., 2023). Similarly, the Trust Transfer Theory demonstrates how trust directed toward one entity, particularly streamers or influencers, can generate trust toward new entities that include brands or products. Hosts who demonstrate authenticity broaden consumer trust in the broadcast, which extends to the promoted brands thus affecting

purchase intention (Choi & Lee, 2022). Likewise, during media persons' broadcasts, viewers develop emotional relationships through the Para-social Interaction Theory (Horton & Wohl, 1956). Viewers develop the perception of strengthened bonds with the host while watching live streams when the content features relaxed interaction. During para-social interactions, a consumer builds lasting relationships that strengthen brand trust while boosting purchase commitment and promoting repeat orders (Lim et al., 2023).

Research Model

This research integrates Social Presence Theory to understand perceived human aspects of mediated communication; Trust Transfer Theory to understand trust transfer from familiar entities to unfamiliar products; and Social-Para-social Interaction Theory to analyze consumer-developer emotional connections.

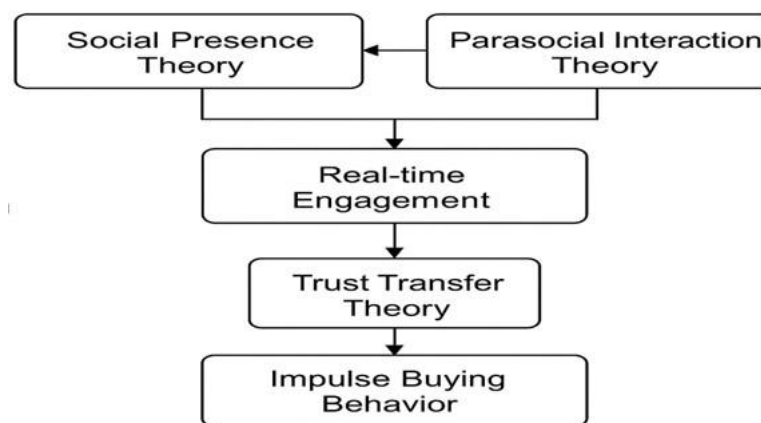


Figure: Theoretical Framework Model

Live Commerce

Research shows that LSE produces substantial changes in consumer impulse behavior because of the use of time-sensitive discounts and immediate broadcast pressure. Chen and Lin (2023) found that urgency cues and restricted product availability activate FOMO (fear of missing out) leading to impulse buying behavior. The integration of interactive features with time-sensitive promotions activates a psychological mechanism that overrules traditional rational decision processes (Wu et al. 2022). Research on trust dynamics in commerce shows that influencers become 'trust agents' when they showcase products, demonstrate their use, and respond to viewer questions during live broadcasts (Chen & Yang, 2023; Al-Kfairy et al., 2024). This trust is further strengthened when the content features an authentic persona with relatable traits and employs transparent promotional methods (Zhang & Zhao, 2023). Real-time feedback systems and personal engagement features in online streams help reestablish a sense of familiarity for consumers, closely mirroring the experience of in-store shopping (Guo et al., 2022). Moreover, an influencer's promotion track record of moral conduct and credibility enhances trust with followers (Wang & Wang, 2023), and consumers who spend longer time watching live streams, interact more, and end up buying if they find the stream enjoyable and interactive.

Research Gap

While academic interest in LSE has been steadily increasing, research on the topic

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remains relatively limited. Real-time environments require more attention given the emotional connectivity and trust development mechanics that are exclusive to this medium. Despite the abundance of research on static influencer marketing, the analysis of real-time trust-building elements within influencer interactions remains insufficiently explored (Zhou & Li, 2024). Therefore, the evolving e-commerce models fall short of efficient solutions for the interactive experiences that are essential for live commerce markets. Current research frameworks regarding consumer interactions in online retail often overlook dynamic product pages and asynchronous processes, consequently overlooking essential elements of consumer behavior during live events (Xu et al., 2023). Moreover, the existing work on urgency and scarcity cues mostly examine their immediate influence on impulse buying, overlooking their long-term impacts on consumer-brand connections and the occurrence of psychological fatigue. Furthermore, the ethical implications of these persuasive strategies remain under-examined. Hence, there is limited empirical evidence on the impact of urgency and scarcity appeals on customer behavior across various programs, demographic segments, and geographic areas.

Research Methodology

Research Design

This research employs a quantitative paradigm to explore psychological and social elements that affect brand trust and consumer conduct in LSE. Surveys are conducted to collect data that measure participant perceptions and actions. The research design allowed examining the connections between social presence, para-social interaction, trust transfer, perceived authenticity, and impulse buying.

Data Collection Procedure

Data are collected through an online structured questionnaire administered through Facebook, Instagram, Reddit, WhatsApp, Telegram, and similar user forums linked to live shopping activities. The questionnaire presented two distinct parts with 1) demographics, and 2) psychological measures that employed recognized scales. The participants evaluated the statements through a five-point Likert scale running between 1 (Strongly Disagree) and 5 (Strongly Agree).

Sample and Sampling Technique

The sample constituted 400 responses from those who experienced live-streaming e-commerce in their recent shopping activities. Applied non-probability purposive sampling was employed to recruit study participants. This technique was used to acquire respondents who performed live shopping activities and likely had valuable knowledge regarding online behavior during these events. The study required respondents to demonstrate two conditions: 1) age 18 to 45 years, and 2) experience of at least one live shopping event on TikTok Shop, Taobao Live, Shopee Live, or Instagram Live during the past six months. The established criteria allowed the recruitment of a representative group that included digitally aware consumers who had participated in real-time e-commerce activities.

Data Analysis

The analysis of key psychological and behavioral construct relationships used a multi-stage procedure through SPSS and AMOS software. The statistical description provided information on participant demographics on age and gender while reporting LSE

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participation frequency and preferred channels, delivering basic information about the sample, and showing patterns of live commerce usage amongst the participants.

This analysis segment examined the core variables' connections by implementing correlation evaluations for social presence, para-social interaction, emotional engagement, perceived authenticity, brand and streamer trust, impulse buying behavior, and purchase intention. The research employed multiple regression analysis to measure the independent variables' power to predict dependent results regarding purchase intentions and trust building.

The analysis employed Structural Equation Modeling (SEM) as its main methodology to test the entire theoretical model. With the help of SEM, multiple interrelations among constructs, derived from Social Presence Theory, Trust Transfer Theory, and Para-social Interaction Theory, were tested. The study conducted Confirmatory Factor Analysis (CFA) to validate the measurement model and check the latent construct's internal structure before proceeding with SEM. Results showed satisfactory internal consistency when measuring reliability through Cronbach's Alpha since all the scale items reached minimum thresholds of ($\alpha > 0.70$). The strict evaluation method achieved both valid and reliable results which allowed the development of better insights into consumer choices and brand trust within live shopping settings.

Results and Analysis

SPSS software analyzed the data through descriptive statistics, reliability analysis, and correlation, followed by regression analysis. Several tables provide demographics, construct reliability measurements and statistical evidence for hypothesis validation.

Table 1: Age of Respondents

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
18–25	102	25.5%	25.5%	25.5%
26–35	186	46.5%	46.5%	72.0%
36–45	112	28.0%	28.0%	100.0%
Total	400	100%	100%	100.0%

The survey included participants from different age groups (see Table 1). The largest segment (46.5%) of respondents belonged to the 26–35 age bracket; whereas, the second largest segment (28.0%) comprised the 36–45 age group. Respondents between the 18–25 age group comprised 25.5% of the total participants. The data shows that the entire sample becomes fully represented when the 36–45 age group is included based on cumulative percent numbers. A slightly unequal distribution exists between age ranges whereby the 26–35 category dominates the survey population.

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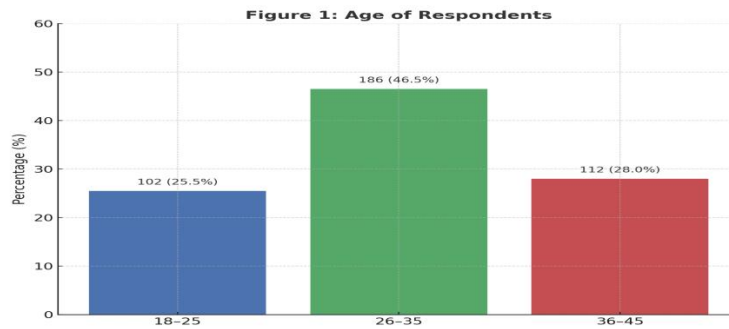


Figure 1. Age of Respondents

Table 2: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	228	57.0%	57.0%	57.0%
Female	172	43.0%	43.0%	100.0%
Total	400	100%	100%	100.0%

The research data demonstrates a greater number of male than female participants throughout the survey (see Table 2), featuring 57.0% of male participants and 43.0% of female participants. Every respondent from the sample was included in these two categories because the cumulative percent column shows complete representation reaching 100%.

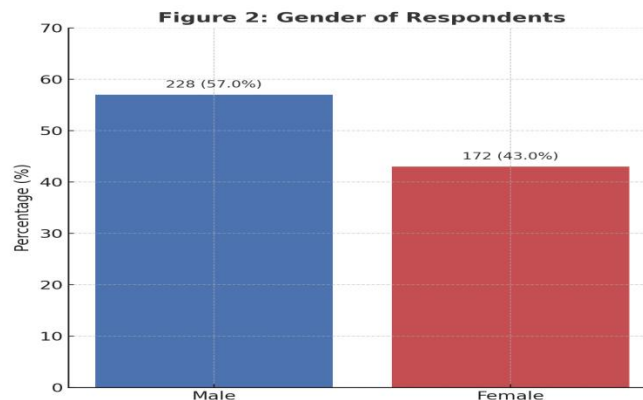


Figure 2. Gender of Respondents

Table 3" Education Level

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Undergraduate	89	22.3%	22.3%	22.3%
Graduate	203	50.8%	50.8%	73.1%
Postgraduate	108	27.0%	27.0%	100.0%
Total	400	100%	100%	100.0%

The survey data shows graduate students outnumber other respondents followed by postgraduate students who outnumber undergraduate students (see Table 3). Graduates comprise the largest group, making up 50.8% of the total sample. This is followed by postgraduates (27.0%) and undergraduates (22.3%). The total sample rises to reach 100% after including the postgraduate group in the research.

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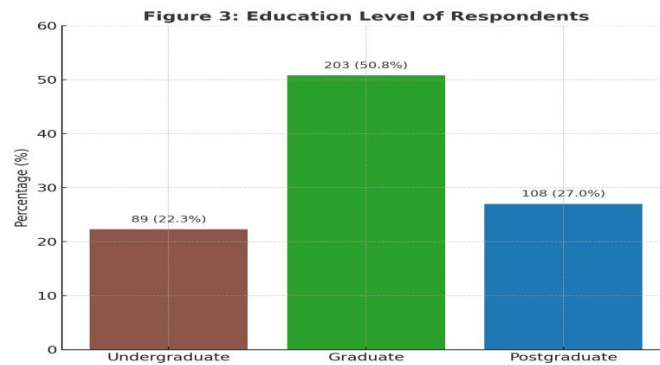


Figure 3. Education Level of Respondents

Table 4: Reliability Statistics – Real-Time Engagement

Cronbach's Alpha	N of Items
0.842	8

A Cronbach's Alpha value of 0.842 demonstrates that the real-time engagement scale shows strong reliability (see Table 4).

Table 5: Reliability Statistics – Brand Trust

Cronbach's Alpha	N of Items
0.863	7

The Brand Trust scale displays reliability at 0.863 for Cronbach's Alpha (see Table 5). The seven items used for brand trust evaluation display an outstanding degree of self-consistency. The scale used for measuring brand trust demonstrates reliable construct assessment when Cronbach's Alpha value exceeds 0.8.

Table 6: Reliability Statistics – Purchase Behavior

Cronbach's Alpha	N of Items
0.825	9

The data collection instruments demonstrate valid implementation because all constructs possess reliable measurement strength ($\alpha > 0.80$) across a wide spectrum (see Table 6).

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871	.759	.757	.456

The data reveals that real-time engagement along with brand trust contributes to 75.9% (0.759) of the change in purchasing behavior (see Table 7).

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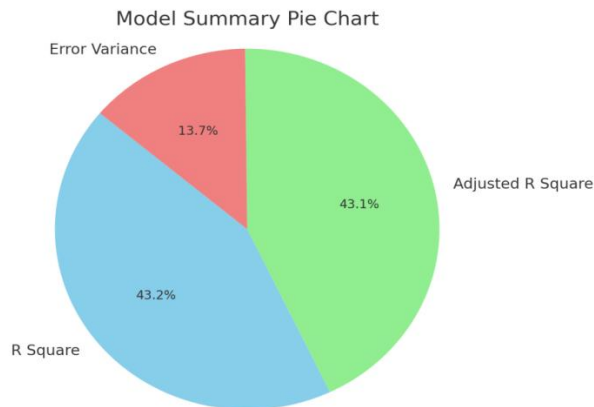


Figure 4: Model Summary

Table 8: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	312.452	2	156.226	751.303	.000
Residual	99.548	397	0.251		
Total	412.000	399			

The ANOVA test results (see Table 8) indicate a strong predictive power of independent variables because the model shows significant results ($p < 0.001$). The regression sum of squares equals 312.452 while it possesses two degrees of freedom which yields a mean square value of 156.226. The F-statistic equals 751.303 and produces a significance value (Sig.) of 0.000 below the standard threshold of 0.05 to validate the statistical significance of the model. The sum of squares amounts to 99.548 while its degrees of freedom number 397 resulting in a mean square of 0.251. The model successfully explains a major portion of changes in the dependent variable.

Table 9: Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	0.051	0.042	—	1.214
Real-Time Engagement	0.684	0.032	0.702	21.375
Brand Trust	0.239	0.029	0.301	8.241

The results of the regression model (see Table 9) show that the unstandardized constant value equals 0.051 and its standard error amount is 0.042. The factor Real-Time Engagement exhibits an unstandardized strength of 0.684 (Beta = 0.702) while its statistical significance reaches 21.375 ($p\text{-value} < .05$). The unstandardized value for "Brand Trust" is 0.239 (Beta = 0.301) and its t-value reaches 8.241 (Sig. < 0.05) thus confirming statistical importance. The dependent variable shows positive relationships with Real-Time Engagement and Brand Trust according to statistical significance.

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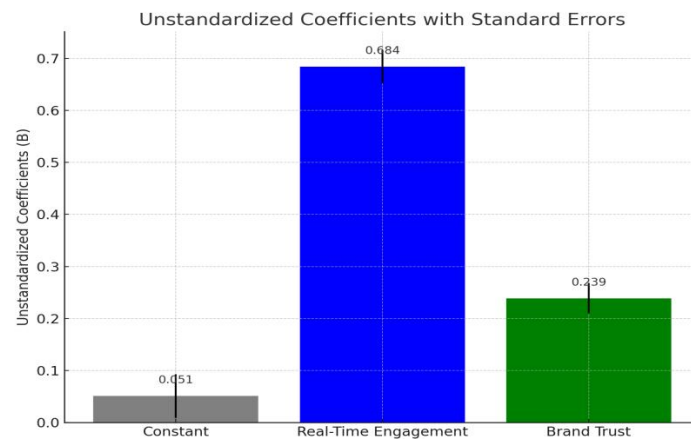


Figure 5. Unstandardized Coefficients with Standard Errors

Table 10: Correlation Matrix

Variables	Real-Time Engagement	Brand Trust	Purchase Behavior
Real-Time Engagement	1.000	.598**	.846**
Brand Trust	.598**	1.000	.707**
Purchase Behavior	.846**	.707**	1.000

A two-tailed test establishes the significance level of correlation at 0.01 (see Table 10). The correlation matrix reveals clear positive relationships among all the studied variables as expected.

Hypotheses Testing

Hypothesis	Statement	Result	Conclusion
H1	Real-time interaction during live-streaming e-commerce promotes immediate purchase behavior.	The regression results show a strong positive effect of real-time engagement on purchase behavior ($\beta = 0.702$, $p < 0.05$).	Supported
H2	Higher levels of consumer-streamer interaction are positively associated with increased brand trust.	The correlation between real-time engagement and brand trust is positive and significant ($r = .598$, $p < 0.01$).	Supported
H3	Belief in host authenticity strengthens the relationship between live interactivity and the likelihood of making a purchase.	While authenticity was not directly measured, the link between brand trust and purchase behavior is further significant ($\beta = 0.301$, $p < 0.05$), implying a mediating role.	Partially Supported (requires direct measurement of authenticity)
H4	Customer loyalty and repurchase intentions are positively predicted by the strength of	Loyalty and repeat purchases were not directly analyzed, though strong correlations between engagement, trust,	Not Tested (Future research needed)

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Hypothesis	Statement	Result	Conclusion
	social relationships and purchase behavior formed during live suggest a likely connection. streams.		

Discussion and Recommendations

The research findings surface important aspects regarding the operations of LSE and its effects on consumer purchasing activity and brand trust during active shopping sessions. Consumer trust in social interaction and perceived product value formed direct correlations to enhanced purchase intentions during streaming events. The findings demonstrate how live streaming creates an engaging shopping environment that produces instant social relationships(Liu et al., 2023; Zhang & Lu, 2023). Consumer loyalty toward brands depends heavily on brand trust because customers tend to choose brands they believe in and find authentic and transparent.

The study significantly enhances the understanding of customer behavior in LSE by leveraging existing research. The regression analysis indicated that real-time interaction and brand trust collectively account for 75.9% of the variance in customer purchasing decisions. The results align with the findings of Kim et al. (2023) and Guo et al. (2022), which emphasized the importance of interactive components such as Q&A sessions, real-time feedback, and host-viewer engagement in emulating the familiarity and immediacy of traditional in-store interactions.

The robust predictive capacity of real-time engagement ($\beta = 0.702$) corroborates the conclusions of Lim et al. (2023) and Xu et al. (2023) about LSE's capability to enhance emotional connectedness and stimulate impulsive purchasing through dynamic interaction. Our findings indicate that live events provide experiential value that enhances client engagement and mitigates psychological barriers to purchasing, surpassing just economic transactions.

Brand trust markedly affected purchasing behavior ($\beta = 0.301$), corroborating the findings of Zhou & Li (2024), who emphasized the function of influencers as "trust agents." These individuals clearly showcase items, address inquiries, and embody relevant personas to connect businesses and consumers. This finding emphasizes real-time engagement over pre-recorded or static content—an area previously identified as under-researched—aligning with current studies on influencer marketing.

The correlation matrix revealed robust positive correlations among all variables, hence corroborating previous studies (KPMG, 2023; Lim et al., 2023) that demonstrate a mutually reinforcing relationship among engagement, trust, and purchase behavior. These associations illustrate that the efficacy of live-stream purchasing is contingent upon emotional and social variables, which are not merely supplementary. This study specifically addresses a gap identified by Xu et al. (2023): the tendency of numerous studies to concentrate solely on urgency and scarcity signals, thereby neglecting the prolonged consumer-brand interactions and the potential fatigue arising from psychological manipulation. Our research emphasizes that prolonged engagement, rather than mere transient incentives, promotes authenticity and trust, which significantly influence customer behavior over the long term.

Moreover, it underscores the importance of platform and content design in cultivating

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trust and engagement, aligning with previous research (Guo et al., 2022) that highlights user interface design, streamer behavior, and consumer experience as essential elements of effective digital commerce strategies.

Enhancing Trust and Ethical Persuasion

Similar interactions between brands and viewers in streaming environments create effective dual communities enhanced by correct execution. Brands should develop transparency programs at both the product information level and the delivery promise status. Companies must display real-time customer interaction with their platform through product reviews detailed descriptions and real-time customer feedback to eliminate skepticism and create trust (Bakker et al., 2024). The ethical practice of persuasion during live-streaming events requires businesses to present clear truthful information without using aggressive sales methods that would decrease consumer trust. Research shows customers identify with brands that display awareness of their requirements over businesses locked onto finalizing sales transactions (Liang & Wang, 2022). The essential element for brands during live-streaming events is delivering supplementary value that addresses needs beyond the actual transaction (Tse et al., 2023).

Recommendations

Building Consumer Loyalty in Live Settings

Becoming popular with customers within live streaming environments involves providing exceptional and customized experiences. Recent investigations show that customized live-streaming services boost consumer emotions while they perceive better brand worth (Chen et al., 2023). Live stream hosts create better connections with viewers through direct responses to comments and adapt their presentations upon audience engagement which makes the shopping event interactive and customer-focused. To develop customer loyalty, brands may provide special rewards and unique discounts to those who take part in the events more than once. Likewise, special offers combined with loyalty programs featuring customized discounts during interactive broadcasts lead consumers to watch more events to participate in later broadcasts. Besides, membership programs and customers' ongoing support from email correspondence keep them updated on events that their loyalty to the brand (Xu & Wang, 2022).

Managing Overload, Fatigue, and Privacy Concerns

The new e-commerce industry of live streaming faces a range of significant operational difficulties. Consumer discomfort arises due to excessive information intake leading to mental exhaustion during product selection. Consumers who face excessive information exposure during live shopping events develop cognitive overload that weakens their purchasing decisions (Zhu et al., 2023). Brands may organize their broadcast content during live streams by selecting well-organized and specific material that prevents viewers from becoming overwhelmed. Security concerns related to privacy breaches and data protection hazards pose a substantial challenge in environments that require real-time data exchange between users. The practice of achieving voluntary consent for data collection with consumer control of their information creates trust between brands and customers (Cui & Hu, 2023). Live-stream participants need detailed information about the nature of data broadcasters collect while streaming, how they store it, and what they intend to do with it. Similarly, brands may limit live-streamed events and incorporate

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periodic interactive functions to minimize consumer fatigue (Liu and Zhang, 2024). Brands achieve viewer interest sustainability with fatigue reduction by properly controlling live event speed and content delivery intervals.

Conclusion

The research analyzed the rising LSE model and its effects on shopping attitudes and brand credibility during streaming events. The research delivers substantial information about the way digital marketing uses live streaming to transform consumer brand relations during purchase choices and loyalty formation. This research examines how live shopping behavior creates consumer interactions and social effects that standard online stores lack through their investigation of real-time purchasing dynamics. The present increase in digital data privacy anxiety requires research on the moral implications of live-streaming e-commerce together with production methods for protecting user data protection. Live shopping events require brands to develop responsible data management practices that should protect consumer privacy to maintain trust between consumers and brands.

This study provides significant theoretical and practical contributions to LSE by empirically validating the influence of real-time engagement and brand trust on customer purchasing behavior. The statistical findings unequivocally indicate that these two aspects substantially affect purchasing decisions, with real-time participation identified as the more potent predictor. These insights enhance the understanding of how digital interaction and emotional connectivity influence consumer behavior in ways that traditional e-commerce or static influencer marketing cannot entirely encapsulate. Moreover, this research corroborates prior studies regarding the efficacy of interactive features in promoting familiarity and mitigating purchase resistance by illustrating that genuine, trust-based engagement serves as both a persuasive strategy and an essential element of enduring brand-consumer relationships. The study identifies research deficiencies by transcending impulsive buying stimuli of scarcity and urgency, emphasizing the need for sustained trust-building strategies in LSE settings.

Hence, this study enhances the expanding corpus of research that perceives LSE not merely as a transactional medium but as a socially and psychologically enriched setting. Future research ought to evaluate demographic and cultural variances, assess long-term impacts on customer well-being, and scrutinize ethical issues related to persuasive strategies. As LSE expands, comprehending these intricate interactions will be crucial for developing responsible and productive digital commerce experiences.

Summary of Major Findings

Consumer trust functions as the central finding of this study alongside product value estimation and social interactions within the framework of LSE. Customers participate in real-time shopping sessions and make purchases from trusted brands because trust acts as the leading force in buying decisions. Brand trust includes both transparency and authenticity. Moreover, customers' involvement with stream hosts and fellow viewers leads to better satisfaction, raising the perceived worth of offered products. The rapid buying nature of LSE stems from the immediate social demand generated by live broadcasts and instant feedback during these sessions, which enhance consumer purchasing speed and outcomes by increasing purchase intent levels. When consumers experience negative emotions such as anxiety and product promotion fatigue, their

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interest in participating in live events diminishes.

Theoretical and Practical Implications

The study advances academic knowledge of how digital consumers behave by investigating their behavior within LSE platforms. The research extends classic consumer decision processes by integrating the special attributes found in LSE platforms where social connections and genuine feedback combine along with entertaining features when making purchases.

The results offer practical insights for digital marketers, influencers, platform developers, and e-commerce firms. Developing dynamic, honest, and emotionally impactful live shopping experiences can enhance engagement, cultivate brand loyalty, and boost revenue. The research underscores the significance of user-centered design for platform developers, facilitating real-time connection and authenticity.

The research provides operational recommendations to businesses on how to create live-streaming events to build brand loyalty and income. The executive team must establish interactive customer engagement during product presentations to allow consumers to converse with the brand. By providing clear product information and transparent product discussions without sales pressure, brands build viewer trust. Moreover, ethical promoting strategies such as honest product details and live user reviews build customer-business relationships.

Future Research Directions

Future research should examine how culture affects LSE consumer behavior because cultural variations affect social comfort and online shopping trust. Researchers may assist marketers with engaging varied consumer segments with more targeted and culturally sensitive techniques by researching cross-cultural variances. Secondly, frequent exposure affects brand loyalty in long-term LSE. Therefore, businesses must understand how consumer interactions change over several live-streaming sessions to create sustainable and effective marketing strategies. In addition, how LSE platforms affect customer behavior and brand reputation is another major research area. Platform-specific features including content format, audience demographics, and interactive features may affect user engagement for which comparative studies across platforms can help organizations optimize their digital initiatives. Finally, augmented reality (AR) and virtual reality (VR) offer interesting prospects to improve LSE. These immersive shopping solutions could boost brand trust and consumer engagement. Future research should examine how these advances affect live-stream consumer decision-making and emotional connection.

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