

Exploring the Phenomenon of Live Streaming Commerce and Impulsive Buying: A Decade of Systematic Review and Bibliometric Analysis

Purboyo^{1, 2 +}, Ahmad Rifani¹, Muhammad Riza Firdaus¹, Raden Roro Yulianti Prihatiningrum¹

¹ Faculty of Economics and Business, Lambung Mangkurat University, Banjarmasin, Indonesia

² Faculty of Economics, Islamic University of Kalimantan MAB, Banjarmasin, Indonesia

Abstract. *Live streaming commerce (LSC) has emerged as an innovative form of digital commerce that integrates live broadcasting, real-time interaction, and online transactions within a single digital ecosystem. Over the past decade, LSC has fundamentally transformed how consumers interact with products, sellers, and platforms, particularly by intensifying impulsive buying behavior. Despite the rapid growth of scholarly attention to LSC and impulsive buying, existing studies remain fragmented, employing diverse theoretical perspectives and methodological approaches without sufficient integration. This fragmentation limits a comprehensive understanding of the intellectual structure, thematic evolution, and future research directions in this field. This study aims to synthesize and systematically map the literature on live streaming commerce and impulsive buying by combining a systematic literature review (SLR) with bibliometric analysis. Data were collected from the Scopus database following the PRISMA guidelines, resulting in a final sample of 1,445 journal articles published between 2016 and 2025. Bibliometric analysis was conducted using VOSviewer to examine publication trends, country and institutional contributions, author collaboration networks, leading journal outlets, and the thematic structure of the literature based on keyword co-occurrence. The findings reveal a steady and substantial growth of research on LSC and impulsive buying, with a strong concentration of contributions from Asian countries. Thematic analysis indicates that impulsive buying is the dominant behavioral outcome, with purchase intention acting as a bridging construct, while social presence and trust emerge as key mechanisms explaining consumer responses in live streaming environments. This study contributes by providing an integrated synthesis of the literature, identifying theoretical and methodological gaps, and proposing a structured agenda for future research on live streaming commerce and digital consumer behavior. In addition, this study highlights the socio-economic implications of impulsive buying in live streaming environments, including issues related to consumer vulnerability, excessive consumption, and the need for consumer protection policies in digital commerce ecosystems.*

Keywords: impulsive buying, live streaming commerce, purchase intention, social presence

JEL Codes: D12, L81, M31

1. Introduction

The development of live streaming commerce (LSC) has transformed digital shopping by integrating real-time interaction, live product demonstrations, and social engagement within online commerce platforms (Li et al., 2021; Sun et al., 2019). Compared with conventional e-commerce, LSC creates a more interactive and emotionally intensive shopping environment that significantly influences consumer purchasing behavior (Wongkitrungrueng & Assarut, 2020). Beyond its commercial advantages, the rapid expansion of LSC has also raised socio-economic concerns related to excessive consumption and consumer financial vulnerability.

⁺ Corresponding author: Purboyo; Faculty of Economics and Business, Lambung Mangkurat University, Banjarmasin, Indonesia
ORCID: <https://orcid.org/0000-0001-9322-4772> ; E-mail: purboyo.ulm2441217310012@ulm.ac.id

Recent research increasingly associates LSC with impulsive buying behavior, which refers to spontaneous and unplanned purchasing decisions triggered by emotional and situational stimuli. Live streaming environments intensify impulsive buying through social interaction, time pressure, and persuasive communication strategies implemented by streamers (Hu & Chaudhry, 2020; Zhang et al., 2023). While impulsive buying is frequently viewed as a positive commercial outcome, it may also contribute to excessive consumption and reduced consumer financial well-being. Previous studies emphasize social presence, interactivity, and trust as important mechanisms influencing impulsive buying behavior in live streaming commerce (Chen & Lin, 2018; Hu & Chaudhry, 2020).

Research on LSC and impulsive buying has primarily developed through the stimulus–organism–response (S–O–R) framework and social presence perspectives (Mehrabian & Russell, 1974; Sun et al., 2019). However, existing studies remain fragmented and largely emphasize managerial outcomes, while broader socio-economic implications such as financial vulnerability and excessive consumption remain underexplored. Although previous studies have reviewed social commerce and impulsive buying in digital environments, limited research has systematically integrated live streaming commerce and impulsive buying using combined systematic literature review and bibliometric approaches. More importantly, the socio-economic implications of impulsive buying in live streaming environments remain underexplored, particularly regarding vulnerable consumers, consumption inequality, and policy-related consumer protection issues.

- RQ1:** Does research on the role of LSC in shaping impulsive buying demonstrate a sustained growth trend and relevance for future scientific development?
- RQ2:** How are studies on LSC and impulsive buying distributed and characterized in terms of publication patterns, countries, collaboration networks, affiliations, journal sources, and authorship?
- RQ3:** What theoretical and methodological implications do bibliometric and systematic literature review findings offer for developing a future research agenda on LSC and impulsive buying?
- RQ4:** What socio-economic implications of impulsive buying behavior in live streaming commerce have been addressed or overlooked in the existing literature?

Unlike prior reviews that mainly emphasize technological and behavioral perspectives, this study extends the discussion toward the socio-economic implications of impulsive buying in live streaming commerce, thereby bridging consumer behavior research with broader socio-economic and policy-oriented concerns. Overall, this study aims to systematically map the development of research on live streaming commerce and impulsive buying using bibliometric analysis and systematic literature review techniques. The study also seeks to bridge consumer behavior research with broader socio-economic perspectives by examining how impulsive buying in live streaming commerce has been discussed in relation to consumer vulnerability, excessive consumption, and digital consumer protection.

2. Literature Review

2.1. Live Streaming Commerce

Live streaming commerce (LSC) represents an advanced form of social commerce that integrates live broadcasting features, real-time interaction, and online transactions within a unified digital ecosystem (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). In the context of LSC, streamers function not only as content presenters but also as sales facilitators, while consumers are no longer passive buyers but active participants who engage through comments, reactions, and social interactions during live sessions (Park & Lin, 2020; X. Zhang et al., 2023). LSC emphasizes an immersive and dynamic shopping experience in which consumers can observe real-time product usage, ask questions, and receive immediate responses from streamers and other viewers (Chen & Lin, 2018; Hu & Chaudhry, 2020). These characteristics enhance perceived social presence and emotional engagement, which subsequently influence product evaluations, attitudes toward sellers, and purchasing decisions (Li et al., 2022; Lim et al., 2017).

Prior research indicates that the success of LSC is strongly shaped by factors such as interactivity, content quality, and streamer credibility. Li et al. (2021) demonstrate that two-way interaction in live streaming environments enhances consumers' perceived value, engagement, and trust in the products being presented. Wongkitrungrueng & Assarut (2020) further emphasize that the real-time presence of streamers contributes to the development of stronger relational bonds between sellers and consumers through mechanisms of trust and social closeness. These findings are reinforced by Chen & Yang (2023), who argue that trust development in LSC is dynamic and highly dependent on interaction consistency and streamer credibility throughout live sessions. Similarly, Xiong et al. (2024) find that streamers' ability to attract and sustain audience attention through communication style and product expertise significantly enhances emotional engagement and consumers' propensity for spontaneous purchasing.

Recent research has also underscored the importance of content quality and presentation strategies in shaping consumer responses. (Shi et al., 2023) show that streamers' decisions to present product information transparently and interactively can enhance perceived credibility and persuasive effectiveness. (Mutambik, 2024) further suggest that the choice of streamer type whether self-live streamers or key opinion leaders (KOLs) significantly influences consumer trust and impulsive responses. Taken together, these findings indicate that LSC functions not merely as a transactional channel but as a social medium that integrates entertainment, communication, and persuasion within a single interactive context. This integration conceptually differentiates live streaming commerce from conventional e-commerce and traditional social commerce models (Sun et al., 2019; Zhao et al., 2020).

2.2.Impulsive Buying

Impulsive buying is defined as spontaneous and unplanned purchasing behavior that is often triggered by strong situational stimuli, occurring without extensive rational evaluation (Beatty & Ferrell, 1998; Rook, 1987). This behavior is typically characterized by the dominance of affective responses, hedonic motivation, and weakened self-control during the decision-making process (Dholakia, 2000; Verplanken & Herabadi, 2001). In digital contexts, impulsive buying has attracted increasing scholarly attention because online environments provide a wide range of stimuli that can accelerate and intensify purchase decisions, including ease of access, content personalization, time-limited promotions, and the visibility of other consumers' purchasing behaviors (Chan et al., 2017; Xu et al., 2020). Accordingly, impulsive buying in online settings is influenced by a combination of internal factors such as positive emotions, emotional arousal, and hedonic motivation and external factors embedded in the digital shopping environment, including platform design, interactivity, and social influence (Floh & Madlberger, 2013; Parboteeah et al., 2008). From this perspective, impulsive buying should not be viewed merely as irrational behavior but rather as an adaptive response to stimulus-rich shopping environments that are strategically designed to enhance consumers' emotional engagement (Lim et al., 2017; Zhang et al., 2020).

Within the context of live streaming commerce (LSC), impulsive buying tendencies are further intensified by distinctive features such as time pressure (time scarcity), persuasive narratives constructed by streamers, and social proof in the form of other consumers' purchases displayed in real time (Hu & Chaudhry, 2020; Sun et al., 2019). Empirical evidence indicates that the combination of temporal pressure and direct social interaction in LSC significantly increases emotional arousal while reducing consumers' cognitive evaluation, thereby encouraging more spontaneous purchasing decisions (Sun et al., 2023). In addition, recent studies suggest that the integration of real-time recommendation technologies and the presence of credible streamers further amplify impulsive buying behavior within live streaming ecosystems (Li et al., 2024). These conditions create a highly immersive shopping environment in which psychological, social, and technological factors interact simultaneously to shape impulsive purchase decisions. Consequently, impulsive buying in LSC represents a multidimensional phenomenon that cannot be adequately explained by a single theoretical lens, but instead requires the integration of consumer behavior, social psychology, and information systems perspectives. In addition to psychological and technological dimensions, impulsive buying in live streaming commerce also raises socio-economic concerns related to financial discipline, household consumption patterns, and the vulnerability of digitally exposed consumers.

These concerns are particularly relevant for lower-income consumer groups that may experience greater susceptibility to emotional and time-pressured purchasing environments.

2.3. Psychological and Social Mechanisms in Live Streaming Commerce

One of the primary mechanisms explaining the relationship between LSC and impulsive buying is social presence, which refers to the extent to which consumers perceive the presence of others in a digital environment, high levels of social presence in live streaming settings have been shown to enhance emotional engagement, social closeness, and interpersonal connectedness, which in turn reduce cognitive barriers in consumers' purchasing decision-making processes (Chen & Lin, 2018; Lim et al., 2017; Sun et al., 2019). In this context, consumers interact not only with product content but also simultaneously with streamers and other viewers, creating a shopping experience that is inherently more social and persuasive (Park & Lin, 2020; Zhao et al., 2020).

Beyond social presence, interactivity plays a crucial role in shaping personalized and convincing shopping experiences. Streamers' immediate responses to consumer inquiries, real-time product demonstrations, and spontaneous feedback from other viewers enhance perceptions of authenticity and transparency, while simultaneously reducing uncertainty regarding product quality and performance (Hu & Chaudhry, 2020; Wongkitrungrueng & Assarut, 2020). Such high levels of interactivity are particularly relevant in impulsive buying contexts, where consumers tend to make rapid decisions based on limited information and rely heavily on available social cues (Parboteeah et al., 2008; Xiang et al., 2016).

Trust also emerges as a critical determinant in explaining impulsive buying behavior in LSC. Prior research demonstrates that relational bonds developed through live streaming interactions strengthen consumers' trust in both sellers and platforms, thereby reinforcing purchase intentions and encouraging spontaneous purchasing behavior (Hu & Chaudhry, 2020; Liu et al., 2022; Wongkitrungrueng & Assarut, 2020). This trust is not only directed toward the product itself but also toward the streamer, who serves as the primary representative of the seller and a key information source during live sessions. Moreover, streamer characteristics such as interpersonal attractiveness, expertise, credibility, and communication style have been shown to significantly influence persuasive effectiveness and consumers' impulsive purchasing tendencies (Ming et al., 2021; Park & Lin, 2020). Collectively, these findings underscore that impulsive buying in LSC results from complex interactions among psychological, relational, and technological mechanisms operating simultaneously within live streaming environments.

From the perspective of the Stimulus–Organism–Response (S–O–R) framework, the mechanisms observed in live streaming commerce can be systematically conceptualized as a process linking environmental stimuli to consumers' impulsive purchasing behavior (Mehrabian & Russell, 1974). In LSC contexts, elements such as social presence, interactivity, streamer characteristics, and various social cues function as stimuli (S) originating from the digital shopping environment. These stimuli include streamers' real-time responses, interactions among viewers, live product demonstrations, and persuasive narratives constructed during live broadcasts (Hu & Chaudhry, 2020; Park & Lin, 2020).

These stimuli subsequently influence consumers' internal states as organisms (O), reflected in affective and cognitive responses such as heightened emotional engagement, increased arousal, perceived social presence, and the formation of trust toward both streamers and platforms (Lim et al., 2017; Sun et al., 2019). At this stage, the dominance of emotional and social responses tends to weaken cognitive control and rational evaluation, rendering consumers more susceptible to impulsive urges (Frijda et al., 2014; Gao et al., 2022; Parboteeah et al., 2008). As a consequence, these internal states trigger responses (R) in the form of impulsive buying behavior, characterized by rapid, spontaneous, and minimally planned purchase decisions (Beatty & Ferrell, 1998; Rook, 1987). Within live streaming commerce, impulsive buying thus emerges not merely as an individual reaction but as an outcome of real-time social and technological dynamics. Accordingly, the S–O–R framework provides a coherent theoretical foundation for explaining how live streaming-based stimuli shape consumers' psychological states and ultimately drive impulsive buying behavior within the LSC ecosystem.

2.4. Interrelationship Between Live Streaming Commerce (LSC) and Impulsive Buying

The relationship between live streaming commerce (LSC) and impulsive buying has become a central focus of empirical research in recent years. LSC creates a highly conducive shopping environment for impulsive purchases through the combination of real-time social interaction, heightened emotional engagement, and situational pressure (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). Distinctive features of LSC such as live product demonstrations, two-way communication, and the visibility of other consumers' purchasing behaviors have been shown to intensify affective responses and accelerate consumers' decision-making processes (Chen & Lin, 2018; Hu & Chaudhry, 2020).

However, existing findings reveal considerable variation in research focus and analytical approaches used to explain the relationship between LSC and impulsive buying. Some studies emphasize the role of technological features and platform design such as interactivity, system affordances, and visual quality as primary triggers of impulsive purchasing behavior (Sun et al., 2019; Zhao et al., 2020). In contrast, other studies place greater emphasis on consumers' psychological mechanisms, including social presence, positive emotions, emotional arousal, and trust, as key mediators in this relationship (Li et al., 2022; Lim et al., 2017). In addition, streamer-related characteristics such as credibility, expertise, and communication style have been identified as significant determinants influencing consumers' impulsive buying tendencies (Ming et al., 2021; Park & Lin, 2020; Zhang et al., 2023).

This diversity of research perspectives suggests that the relationship between live streaming commerce and impulsive buying is inherently multidimensional, involving complex interactions among technological, psychological, and social factors. Although many studies adopt theoretical frameworks such as the Stimulus–Organism–Response (S–O–R) model to explain the underlying mechanisms, existing approaches often remain partial and fragmented, focusing on specific variables without achieving comprehensive conceptual integration (Chen & Lin, 2018; Sun et al., 2019). Furthermore, the majority of empirical studies have been conducted within limited geographic and platform-specific contexts particularly in Asian markets and on specific live streaming platforms posing challenges to cross-cultural and cross-contextual generalization (Wongkitrungrueng & Assarut, 2020; Zhang et al., 2023). These conditions underscore the need for a systematic investigation capable of synthesizing dispersed findings, identifying thematic and methodological patterns, and mapping the overall development of research in this domain. Accordingly, a systematic literature review combined with bibliometric analysis is both relevant and necessary to provide an integrated understanding of the interrelationship between live streaming commerce and impulsive buying, as well as to inform future research directions in this rapidly evolving field.

2.5. Socio-Economic Implications of LSC and Impulsive Buying

Although live streaming commerce is frequently associated with innovation in digital marketing and consumer engagement, the rapid growth of impulsive buying within live streaming environments has also generated broader socio-economic concerns. Prior studies suggest that highly interactive and emotionally persuasive digital environments may intensify excessive consumption behavior and weaken consumers' rational purchasing control. These conditions may increase financial vulnerability, particularly among consumers with limited financial literacy or lower income levels. In addition, the integration of real-time social pressure, limited-time promotions, and persuasive streamer communication may contribute to unsustainable consumption patterns and compulsive buying tendencies. Despite these potential implications, existing literature remains predominantly focused on managerial outcomes such as purchase intention, engagement, and sales performance, while relatively limited attention has been devoted to consumer welfare, ethical considerations, and digital consumer protection. Therefore, future research should further investigate how live streaming commerce affects financial well-being, responsible consumption, and policy development within digital commerce ecosystems.

3. Method and Analysis

This study adopts a Systematic Literature Review (SLR) approach combined with bibliometric analysis to examine the development of research on LSC and impulsive buying. Data were collected from the Scopus

database, which is widely recognized for its rigorous indexing standards and coverage of high-quality scholarly publications. The publication period was restricted to 2016–2025 (PUBYEAR > 2015 and PUBYEAR < 2026) to capture a decade of research development that corresponds with the rapid global growth of LSC. This temporal delimitation allows for a comprehensive examination of trends and thematic evolution within the literature. The data collection and screening process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure transparency, rigor, and replicability. The PRISMA-based procedure involved systematic identification, screening, eligibility assessment, and inclusion of relevant studies, as illustrated in Figure 1.

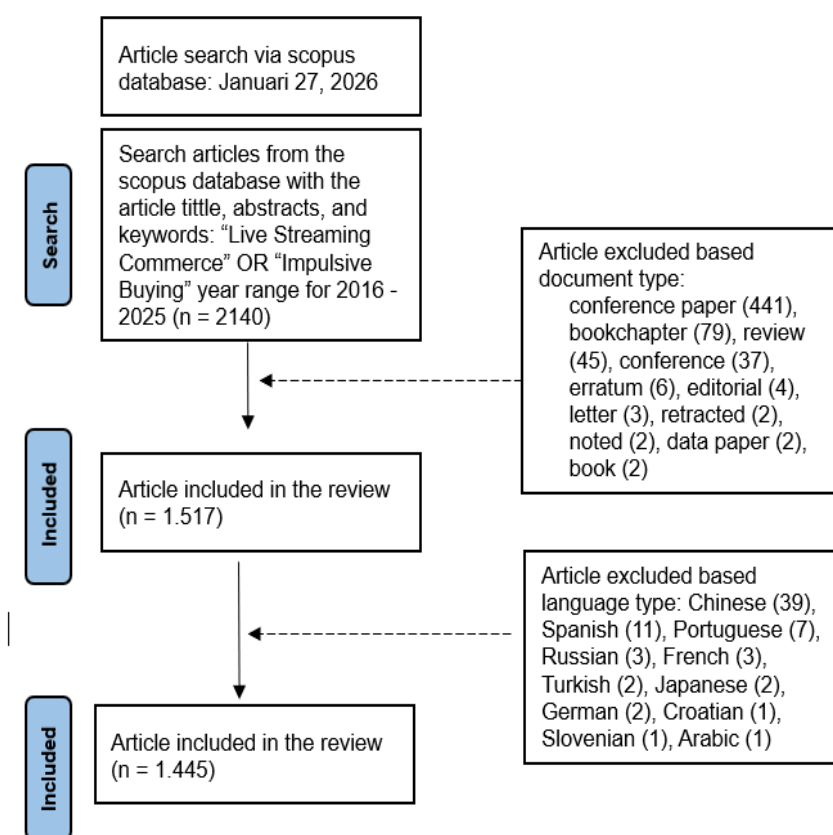


Figure 1. SLR Information Flow using PRISMA

The keyword syntax used in searching the Scopus database is:

(TITLE-ABS-KEY (live AND streaming AND commerce) OR TITLE-ABS KEY (impulsive AND buying)) AND PUBYEAR > 2015 AND PUBYEAR < 2026 AND (EXCLUDE (DOCTYPE , "cp") OR EXCLUDE (DOCTYPE , "ch") OR EXCLUDE (DOCTYPE , "re") OR EXCLUDE (DOCTYPE , "cr") OR EXCLUDE (DOCTYPE , "er") OR EXCLUDE (DOCTYPE , "ed") OR EXCLUDE (DOCTYPE , "le") OR EXCLUDE (DOCTYPE , "tb") OR EXCLUDE (DOCTYPE , "no") OR EXCLUDE (DOCTYPE , "dp") OR EXCLUDE (DOCTYPE , "bk")) AND (EXCLUDE (LANGUAGE , "Chinese") OR EXCLUDE (LANGUAGE , "Spanish") OR EXCLUDE (LANGUAGE , "Portuguese") OR EXCLUDE (LANGUAGE , "Russian") OR EXCLUDE (LANGUAGE , "French") OR EXCLUDE (LANGUAGE , "Turkish") OR EXCLUDE (LANGUAGE , "Japanese") OR EXCLUDE (LANGUAGE , "German") OR EXCLUDE (LANGUAGE , "Croatian") OR EXCLUDE (LANGUAGE , "Slovenian") OR EXCLUDE (LANGUAGE , "Arabic")). A broader keyword

strategy was intentionally employed to capture variations in terminology related to live streaming commerce and impulsive buying across different disciplinary contexts.

The article search was conducted in the Scopus database on January 27, 2026, by searching titles, abstracts, and keywords using the terms “live streaming commerce” and “impulsive buying” within the publication period 2016–2025. The initial search yielded a pool of articles that were subsequently screened according to predefined inclusion and exclusion criteria. In the first screening stage, articles that did not meet the document type criteria were excluded. The excluded document types included conference papers (441), book chapters (79), reviews (45), conference reviews (37), errata (6), editorials (4), letters (3), retracted articles (2), notes (2), data papers (2), and books (2). After this screening, 1,517 articles met the initial eligibility criteria and were retained for further evaluation. In the second screening stage, articles were filtered based on publication language. Non-English publications were excluded, including articles published in Chinese (39), Spanish (11), Portuguese (7), Russian (3), French (3), Turkish (2), Japanese (2), German (2), Croatian (2), Slovenian (1), and Arabic (1). Following language screening, the number of remaining articles was reduced to 1,445.

This process resulted in a final dataset of 1,445 articles, which met all inclusion criteria and served as the basis for the systematic literature review and bibliometric analysis. Bibliometric analysis was performed using VOSviewer. The final set of selected articles was exported in RIS format and imported into VOSviewer to map key bibliometric indicators, including annual publication trends, geographic distribution of research by country, institutional affiliations, leading journal sources, author collaboration networks, and thematic clusters based on keyword co-occurrence. The resulting network visualizations were used to interpret the intellectual structure of the research field and to address the formulated research questions.

4. Results and Discussion

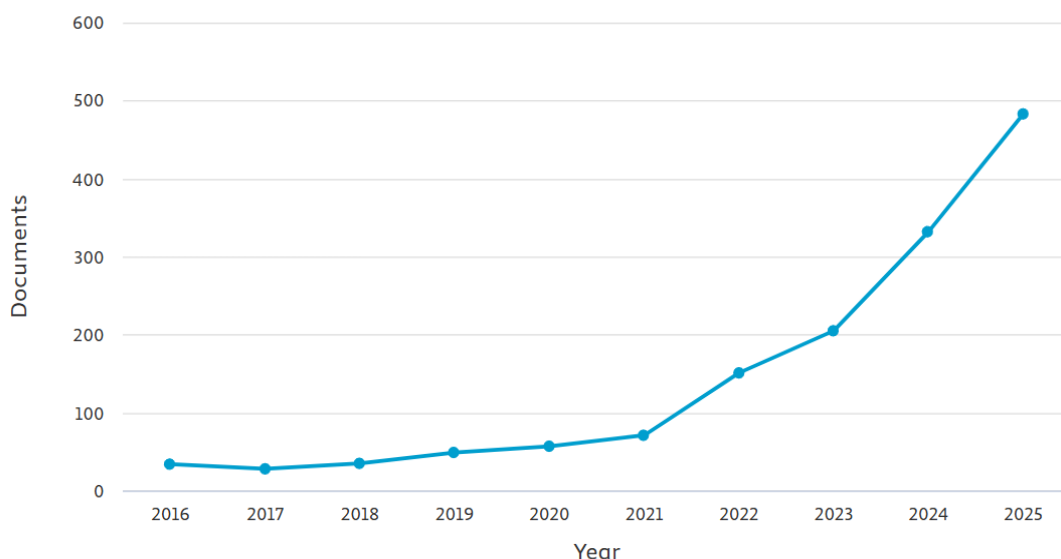
Based on the results of the systematic literature review and bibliometric analysis of 1,445 Scopus-indexed articles published between 2016 and 2025, research on live streaming commerce (LSC) and impulsive buying demonstrates a clear and significant upward trend over the past decade.

RQ1: Does research on the role of live streaming commerce in shaping impulsive buying exhibit a sustained growth trend and relevance for future scientific development?

An examination of the Scopus database indicates that during the initial phase of the observation period (2016–2018), the number of publications was relatively limited and predominantly exploratory in nature. Studies in this phase generally positioned live streaming as an emerging phenomenon within the broader context of social commerce, with primary attention given to technology adoption and consumers’ purchase intentions. The relatively low volume of publications during this period suggests that LSC had not yet been widely recognized as a distinct and unique context within consumer behavior research. During the 2019–2020 period, a steady increase in the number of publications can be observed.

The most substantial growth occurred between 2021 and 2025, marking a clear phase of research expansion. During this period, studies on LSC and impulsive buying became increasingly multidimensional, encompassing diverse theoretical perspectives and broader geographic contexts. The sharp rise in publications during this phase indicates that LSC has evolved from a transient phenomenon into a well-established and strategically important research domain within the literature on digital marketing and consumer behavior. Overall, the findings for RQ1 confirm that research on the role of live streaming commerce in shaping impulsive buying is not temporary, but instead exhibits sustained and growing relevance within the academic literature. The consistent increase in publication volume, along with the diversification of research themes, suggests strong potential for continued theoretical and methodological development in future studies (see Figure 2).

Documents by year



Source: Scopus database

Figure 2. Number of live streaming commerce and impulsive buying publications

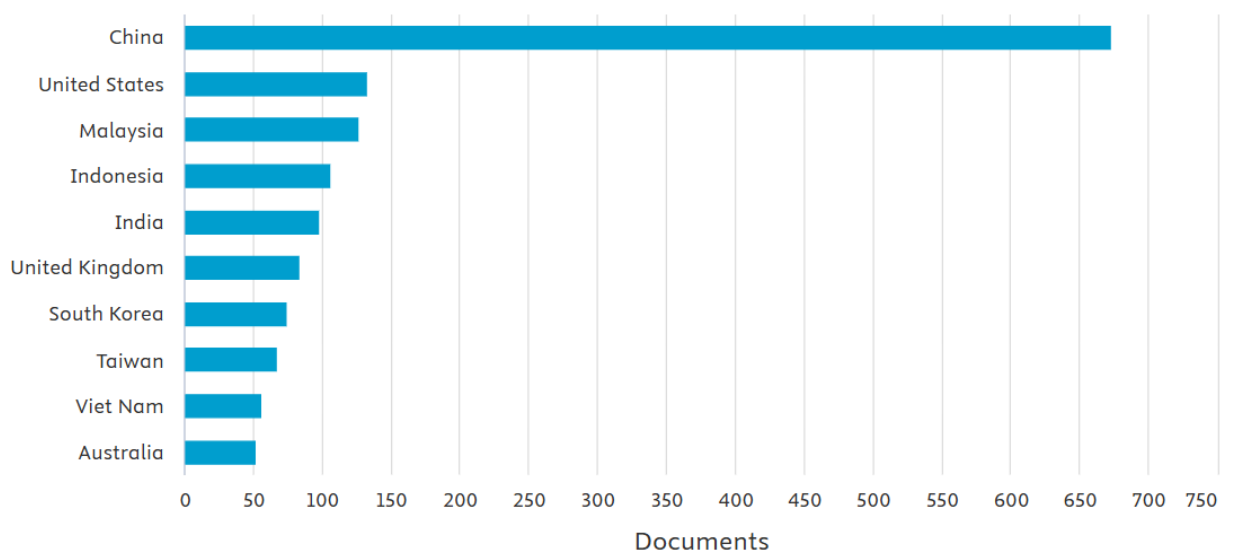
RQ2: How are studies on live streaming commerce and impulsive buying distributed and characterized in terms of publications, countries, collaboration networks, affiliations, journal sources, and authorship?

Based on the bibliometric analysis of 1,445 Scopus-indexed articles, the distribution of publications reveals a strong geographical concentration of research in Asia, with China emerging as the dominant contributor. As illustrated in Figure 3, China ranks first with a publication volume that substantially exceeds that of other countries, followed by the United States, Malaysia, Indonesia and India. China's dominance in live streaming commerce research can be attributed to its role as both a major market and a natural laboratory for the development of LSC. Large-scale live streaming commerce platforms first emerged and expanded rapidly in China, making its social, technological, and consumer behavior contexts a primary reference point in the academic literature.

The United States occupies the second position in terms of publication output, although with a considerable gap compared to China. Research contributions from the United States tend to focus more heavily on theoretical framework development, methodological advancement, and the generalization of findings across digital contexts.

Other Asian countries including Malaysia, Indonesia, India, South Korea, and Taiwan also demonstrate consistent research contributions. The presence of these countries reflects the growing adoption of live streaming commerce in East and Southeast Asia, as well as increasing academic interest in impulsive buying behavior within emerging market contexts. Studies originating from these regions commonly emphasize cultural factors, local consumer characteristics, and the role of social media and influencers in stimulating impulsive purchasing behavior. In contrast, contributions from European countries, such as the United Kingdom, remain relatively limited, although they still appear among the top contributing nations. This pattern indicates that research on LSC and impulsive buying is more concentrated in regions where live streaming technologies are widely adopted and where strong integration exists between e-commerce platforms and social media ecosystems. Overall, these findings suggest that research on live streaming commerce and impulsive buying is highly contextual and geographically driven, with a pronounced dominance of Asian countries. While this reflects the realities of technological development and market

practices, the uneven geographical distribution also highlights opportunities for future research, particularly in expanding cross-cultural and cross-national investigations to enhance the generalizability of existing findings.



Source: Scopus database

Figure 3. Number of articles by country or territory (top 10 country)

The VOSviewer analysis reveals that China occupies the most central position in the global collaboration network. The large size of China's node reflects its exceptionally high research productivity, while the dense connections linking China to numerous other countries indicate its role as a primary knowledge hub in the development of research on live streaming commerce and impulsive buying. This pattern suggests that much of the empirical foundation of this research field originates from the Chinese context and subsequently diffuses through international collaboration networks. The United States also emerges as a prominent node with a high level of connectivity, although its node size is smaller than that of China. The position of the United States within the collaboration network indicates its important role as a theoretical and methodological bridge, linking Asia-based empirical research with the broader global literature on marketing and consumer behavior. Extensive collaborations between the United States and both European and Asian countries further highlight its contribution to enhancing the generalizability of findings and strengthening conceptual frameworks within the field. Other Asian countries including Malaysia, South Korea, Taiwan, Vietnam, and Indonesia form a relatively strong regional cluster that is closely connected to China. This pattern reflects the concentration of live streaming commerce research in Asia, particularly in countries with high levels of e-commerce adoption and social media integration. Collaborative research within this cluster tends to focus on empirical and context-specific studies, with an emphasis on consumer behavior and digital platform dynamics.

In contrast, European countries such as the United Kingdom, Germany, France, Spain, and Italy form a distinct cluster that is more closely linked to the United States. This cluster demonstrates a tendency toward intra-Western collaboration, often contributing to the development of theoretical frameworks, methodological refinement, and cross-cultural validation of research findings. Additionally, countries such as Australia and Canada appear as bridging nodes, connecting Asian and European research networks. Their intermediary positions suggest a strategic role in facilitating cross-regional knowledge exchange and broadening the perspectives of existing research. Conversely, several countries appear as smaller nodes with limited connectivity, indicating that their research contributions remain sporadic and less integrated into the global collaboration network. This pattern highlights ongoing geographical disparities in the production and

dissemination of knowledge on live streaming commerce and impulsive buying. Overall, the country collaboration network analysis demonstrates that research in this field is geographically centralized, with strong dominance by China and the United States as key centers of knowledge production and diffusion. While this concentration reflects market maturity and digital infrastructure advantages, it also underscores opportunities for expanding cross-national collaboration to enhance the diversity of perspectives and the generalizability of future research findings (Figure 4).

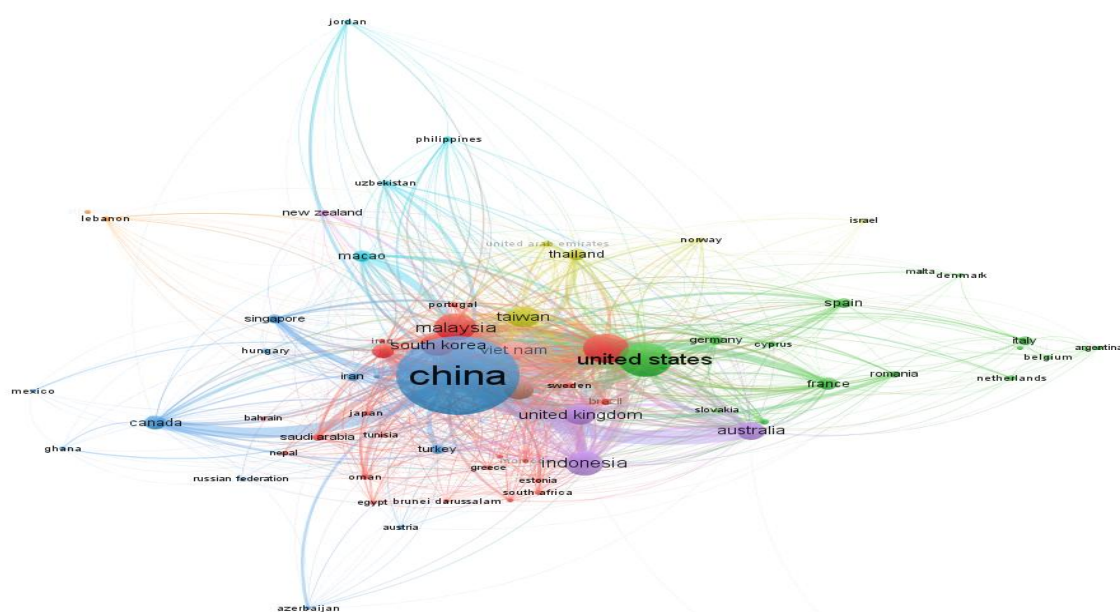


Figure 4. Network country visualization
 Source: VOSviewer output

Beyond geographical distribution and country-level collaboration networks, RQ2 also examines institutional affiliations to identify the most productive academic organizations in research on live streaming commerce and impulsive buying. The distribution of the top ten institutions with the highest number of publications is presented in Figure 5. The results indicate a strong dominance of Asian higher education institutions in this research domain. Renmin University of China ranks first with the highest publication output, followed by The Hong Kong Polytechnic University, Tianjin University, and Shanghai University. The prominence of these Chinese institutions aligns with China's position as the global epicenter of live streaming commerce development, both in terms of industry practice and academic research. The strong representation of Chinese universities reflects the country's advanced digital commerce infrastructure and the maturity of its live streaming ecosystems, which provide fertile ground for empirical investigation. The inclusion of The Hong Kong Polytechnic University among the leading affiliations highlights Hong Kong's role as an important bridge between Asian empirical contexts and international academic traditions. This institution frequently contributes to the development of conceptual frameworks and methodological rigor, thereby strengthening the generalizability and theoretical grounding of research on live streaming commerce and impulsive buying.

Notably, Bina Nusantara University emerges as one of the most productive non-Chinese institutions in this field. This finding suggests that universities from Southeast Asian developing economies are beginning to play an increasingly significant role in live streaming commerce research, particularly through context-specific empirical studies focused on local markets and regional social media platforms. Other institutions, such as Universiti Putra Malaysia and UCSI University, also demonstrate consistent research contributions. The presence of multiple Malaysian institutions among the top affiliations indicates growing academic interest in live streaming commerce in Southeast Asia, in parallel with the rapid expansion of e-commerce

and digital technology adoption in the region. In addition to universities, the appearance of the Ministry of Education of the People's Republic of China among the most productive affiliations reflects the involvement of governmental institutions in academic research related to live streaming commerce. This suggests that LSC is not viewed solely as a marketing phenomenon but also as a strategic issue relevant to education policy and the broader development of the digital economy. Overall, the institutional affiliation analysis reveals that research on live streaming commerce and impulsive buying remains concentrated within a relatively small number of key institutions, predominantly located in Asia. This concentration reinforces earlier findings regarding the geographical dominance of Asian research in this field, while simultaneously highlighting potential institutional imbalances. These patterns point to opportunities for expanding inter-institutional and cross-national collaborations to enhance diversity of perspectives and broaden the global scope of future research (Figure 5).

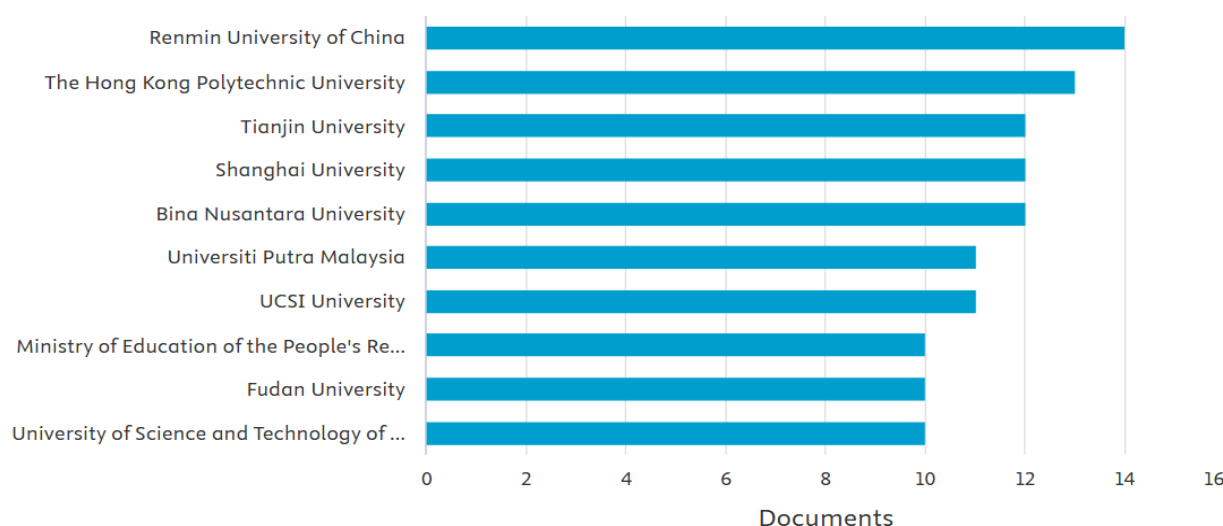
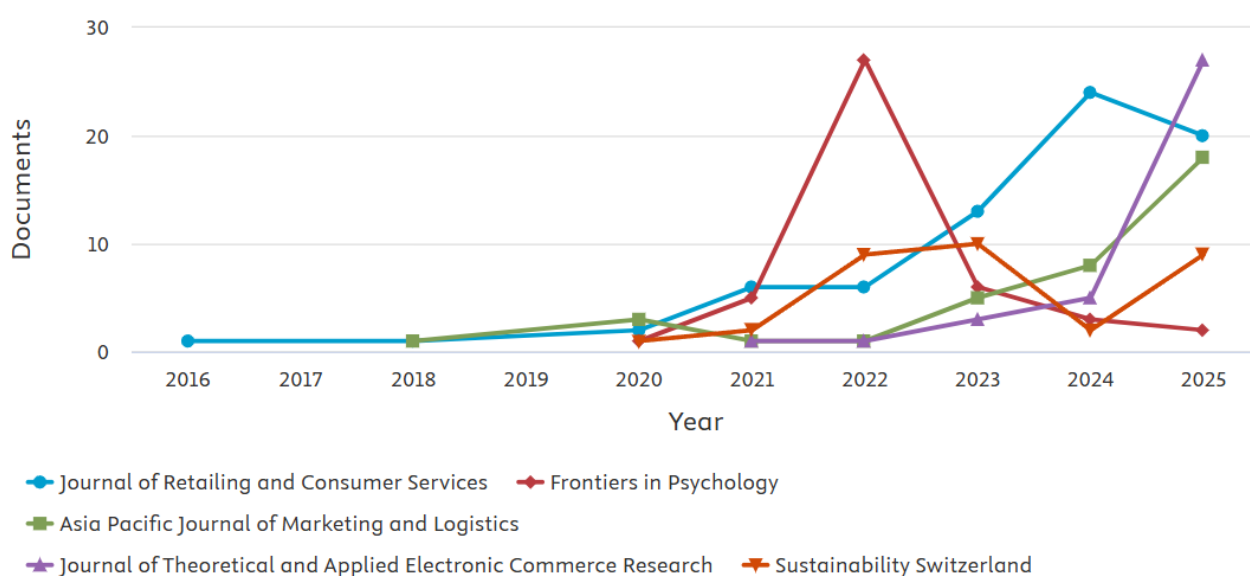


Figure 5. Document by affiliation (top 10 affiliations)
 Source: Scopus database

In addition to geographical distribution and institutional affiliations, RQ2 also examines the main journal outlets serving as publication platforms for research on live streaming commerce and impulsive buying, as well as how contributions from these journals have evolved over time. The annual publication patterns of the top five journals are presented in Figure 6. The analysis indicates that the Journal of Retailing and Consumer Services emerges as the most dominant and consistent publication outlet throughout the observation period. Since 2021, this journal has exhibited a substantial increase in the number of publications, reaching a peak in 2024, followed by a slight decline in 2025. The prominence of this journal suggests that research on live streaming commerce and impulsive buying has increasingly been positioned as a core issue within consumer behavior and digital retail literature, rather than being treated merely as a supporting technological topic. The Asia Pacific Journal of Marketing and Logistics demonstrates a relatively stable growth trajectory, with a marked increase during the 2024–2025 period. This surge reflects growing scholarly attention to strategic marketing issues and regional contexts in Asia, consistent with Asia's dominance as the primary empirical setting for live streaming commerce research. The contributions of this journal underscore a shift in research focus from technological phenomena toward more applied marketing and logistics implications.

Both Electronic Commerce Research and Electronic Commerce Research and Applications show upward publication trends, particularly since 2023. These journals play a key role in bridging perspectives from information systems and consumer behavior, emphasizing how system design, interactivity, and technological affordances influence impulsive buying within live streaming environments. The increasing

number of publications in these outlets signals a deeper examination of LSC from a systems and digital application perspective. Meanwhile, the International Journal of Human–Computer Interaction exhibits a more moderate yet consistent growth pattern, especially toward the later years of the observation period. The presence of this journal indicates that live streaming commerce is increasingly conceptualized as a human–computer interaction (HCI) issue, with particular attention to user experience, emotional engagement, and interface design factors that shape impulsive purchasing behavior. Overall, the distribution and temporal dynamics of publications across journal sources demonstrate the interdisciplinary nature of research on live streaming commerce and impulsive buying, spanning marketing, retailing, information systems, and human–computer interaction. The observed shifts in publication patterns over time also reflect the evolution of research focus, from early exploratory studies of the phenomenon to more theoretically and methodologically sophisticated investigations across multiple disciplines (Figure 6).



Source: Scopus database

Figure 6. Number of articles by sources (top 10 sources)

As part of RQ2, the study also analyzes the most productive authors in the literature on LSC and impulsive buying in order to identify key actors shaping the direction and development of this research field. The distribution of the top ten authors based on publication volume is presented in Figure 7. The results show that Cheng, T.C.E. is the most prolific author during the observation period, followed by Cheah, J.H., Chen, X., Kumar, S., and Liao, J. The prominence of these authors reflects the presence of a core group of researchers who have consistently contributed to the advancement of LSC and impulsive buying literature. These leading authors are predominantly involved in studies examining psychological and behavioral mechanisms, including interactivity, trust, emotions, and social engagement within live streaming contexts. The sustained contributions of these authors suggest that the field has begun to form a relatively stable academic community, in which a small number of scholars play central roles in developing and extending existing conceptual frameworks. Notably, the productivity patterns indicate that most of the top authors are affiliated with institutions in Asia and the Asia-Pacific region, which aligns with earlier findings regarding geographical distribution and institutional dominance. This observation reinforces the notion that the evolution of research on live streaming commerce and impulsive buying is strongly influenced by empirical contexts and market dynamics in this region. Overall, the author productivity analysis suggests that research on LSC and impulsive buying has entered an early consolidation phase, characterized by the

Author	Documents
Cheng, T.C.E.	6
Cheah, J.H.	5
Chen, X.	5
Kumar, S.	5
Liao, J.	5
Akram, U.	4
Aw, E.C.X.	4
Cham, T.H.	4
Du, Z.	4
Fan, X.	4

Figure 7. Count of publication by author (top 10 authors)

To address RQ3, this study analyzes the author keyword co-occurrence network using VOSviewer to identify the main thematic clusters within the literature on live streaming commerce and impulsive buying (Figure 8).



55

Core Cluster: Live Streaming Commerce as a Consumer Behavior Ecosystem

The largest and most central cluster is dominated by the keyword “*live streaming commerce*,” which is strongly connected to terms such as consumer engagement, trust, interactivity, social interaction, and live streaming shopping. The centrality of this cluster suggests that live streaming commerce is conceptualized not merely as a transactional channel but as an interactive ecosystem integrating technological, social, and psychological dimensions. The strong associations between live streaming commerce, trust, and consumer engagement indicate that these constructs serve as foundational mechanisms in explaining purchasing behavior including impulsive buying within live streaming environments.

Behavioral Cluster: Impulsive Buying and Psychological Mechanisms

Another prominent cluster centers on the keywords “*impulsive buying*” and “*impulse buying*,” which are closely linked with terms such as urge to buy, hedonic value, arousal, positive affect, self-control, and impulsivity. This cluster represents the psychological and affective perspective used to explain impulsive purchasing behavior. The strong relationships between impulsive buying and emotional as well as hedonic constructs suggest that the literature predominantly interprets impulsive buying in live streaming contexts as an outcome driven by affective dominance rather than purely rational cognitive evaluation.

Theoretical Cluster: Dominance of the S–O–R Framework and Social Presence

The analysis also identifies a cluster associated with theoretical frameworks, characterized by the presence of keywords such as stimulus–organism–response (S–O–R), social presence, parasocial interaction, and telepresence. This cluster functions as a conceptual bridge linking live streaming technological stimuli with impulsive buying responses. The dominance of the S–O–R model within the keyword network indicates that existing literature still relies heavily on linear explanatory frameworks to interpret impulsive buying mechanisms.

Technology and Platform Cluster: Interactivity and Streamer Characteristics

Another notable cluster relates to technological and actor-related aspects, marked by keywords such as streamer, streamer characteristics, virtual streamer, interactivity, and platform. This cluster emphasizes the role of streamer attributes and platform design in shaping consumer experiences and encouraging impulsive purchasing behavior. The interconnections between this cluster and both behavioral and theoretical clusters indicate that streamer characteristics and technological affordances do not operate independently; rather, they interact with consumers’ psychological mechanisms to influence impulsive buying outcomes.

Based on the VOSviewer keyword co-occurrence analysis, Table 1 presents the top ten author keywords with the highest Total Link Strength (TLS) in studies on live streaming commerce and impulsive buying. The keyword purchase intention ranks first with the highest TLS (116), indicating its role as a bridging construct connecting themes such as live streaming, trust, social presence, and impulsive buying. This suggests that many studies still position impulsive buying within intention-based frameworks rather than treating it as an independent behavioral outcome. Although impulsive buying and impulse buying show the highest occurrence frequencies (75 and 65), their lower TLS values imply that these constructs are frequently linked to traditional purchase intention models. The prominence of live streaming and live streaming commerce confirms the centrality of live streaming as the main research context, while the presence of e-commerce and social commerce indicates that LSC is often framed within broader digital commerce ecosystems. Keywords such as social presence and trust demonstrate relatively high TLS despite fewer occurrences, highlighting their importance as key explanatory mechanisms. Overall, the findings reveal ongoing conceptual overlap between impulsive buying and purchase intention, suggesting opportunities to develop more context-specific theoretical models that better explain impulsive buying within live streaming commerce (see Table 1).

Table 1. Top 10 Author Keywords by Total Link Strength

Rank	Keyword	Occurrences	Total Link Strength (TLS)
1	purchase intention	60	116
2	live streaming	72	104

3	impulsive buying	75	81
4	live streaming commerce	62	79
5	impulse buying	65	68
6	e-commerce	34	67
7	social presence	23	46
8	social commerce	22	40
9	social media	21	36
10	trust	18	36

Source: VOSviewer output

RQ4: What socio-economic implications of impulsive buying behavior in live streaming commerce have been addressed or overlooked in the existing literature?

The bibliometric and systematic literature review findings indicate that the socio-economic implications of impulsive buying behavior in live streaming commerce remain relatively underexplored within the existing literature. Most studies predominantly frame impulsive buying as a desirable commercial outcome associated with increased consumer engagement, purchase intention, transaction performance, and platform effectiveness (see Figure 8 and Table 1). Consequently, existing research tends to emphasize managerial and marketing-oriented perspectives rather than broader socio-economic consequences. The keyword co-occurrence analysis further demonstrates that dominant themes in the literature are strongly associated with constructs such as trust, social presence, interactivity, and purchase intention, while relatively limited attention has been devoted to issues related to consumer welfare, financial vulnerability, excessive consumption, and responsible digital consumption behavior. Notably, socio-economic-related keywords such as consumer welfare, financial well-being, and consumer protection do not appear among the dominant thematic clusters identified in the bibliometric network visualization.

In addition, the literature shows limited consideration of consumer protection mechanisms and policy-related implications associated with persuasive selling practices in live streaming ecosystems. Existing studies rarely examine ethical concerns regarding time pressure strategies, emotional persuasion, and social influence mechanisms that may encourage financially harmful consumption behavior. This finding suggests that future research should adopt more interdisciplinary perspectives integrating consumer behavior, socio-economic welfare, public policy, and digital ethics to better understand the broader societal implications of impulsive buying in live streaming commerce environments.

4.1. Discussion

This section integrates the findings of the live streaming commerce (LSC) literature and bibliometric analysis to discuss their theoretical and methodological implications for research on live streaming commerce and impulsive buying. In addition to theoretical and methodological implications, the discussion also considers broader socio-economic issues associated with impulsive buying behavior in live streaming commerce environments.

Discussion of RQ1: Evolution and Sustainability of the Research Topic

This phase is characterized by a noticeable shift in research focus from technology adoption toward psychological and social mechanisms, including interactivity, social presence, and trust. The growing scholarly interest during this period coincides with the rapid expansion of live streaming commerce platforms and notable changes in consumers' digital shopping behaviors.

The findings of RQ1 indicate a sustained and consistent growth in research on LSC and impulsive buying over the past decade, suggesting that LSC has evolved from a temporary phenomenon into an established research domain within digital marketing and consumer behavior. The shift from early studies focusing on technology adoption and purchase intention toward psychological and social mechanisms reflects the maturation of the field. Recent research increasingly emphasizes emotions, trust, interactivity, and consumer

engagement, highlighting that impulsive buying in LSC cannot be fully explained through technological perspectives alone but requires the integration of psychological and social frameworks.

Discussion of RQ2: Intellectual Structure and Contextual Imbalance

This environment has encouraged scholars to examine a wide range of LSC-related issues, including the mechanisms underlying impulsive buying, within a mature and highly dynamic market setting. RQ2 reveals that the intellectual structure of LSC and impulsive buying research remains geographically and institutionally concentrated, with strong dominance from China and the broader Asian region. While this reflects China's role as a major empirical hub for live streaming commerce, it also raises theoretical concerns regarding cross-cultural generalizability. The involvement of the United States and several European countries as theoretical bridges indicates the need for greater cross-regional integration to strengthen external validity. This pattern suggests that while empirical applications of LSC have progressed more rapidly in Asia, Western countries continue to play an important role in strengthening the theoretical foundations of the field.

The keyword co-occurrence analysis further shows that impulsive buying serves as a primary research outcome, while purchase intention functions as a bridging construct. This overlap suggests the need to conceptually distinguish impulsive buying as a spontaneous and affect-driven behavior rather than merely an extension of traditional intention-based models. Furthermore, the dominance of intention-based and engagement-oriented studies indicates that socio-economic consequences such as excessive consumption, financial stress, and consumer vulnerability remain relatively underexplored in the literature.

Discussion of RQ3: Theoretical and Methodological Implications

The findings of RQ3 highlight the continued dominance of linear theoretical frameworks, particularly the stimulus–organism–response (S–O–R) model. Although effective in explaining basic relationships between technological stimuli and behavioral responses, heavy reliance on this framework may limit the exploration of non-linear and temporal dynamics inherent in live streaming environments. Methodologically, the dominance of cross-sectional survey designs indicates limitations in capturing real-time interactions and evolving consumer behavior. The bibliometric results therefore suggest the need for more diverse methodological approaches, including longitudinal studies, behavioral data analysis, and qualitative methods grounded in live streaming interactions.

Overall, the discussion demonstrates that while research on live streaming commerce and impulsive buying has grown rapidly, the field remains in a phase of theoretical and methodological consolidation, offering substantial opportunities for more integrative conceptual models and context-sensitive research designs. This pattern highlights opportunities for future research to explore alternative theoretical approaches that capture more dynamic, reciprocal, and non-linear relationships among technological, psychological, and social factors. From a socio-economic perspective, future studies should also investigate how impulsive buying behavior in live streaming environments affects consumer financial well-being, responsible consumption, and the effectiveness of consumer protection policies in digital marketplaces.

Discussion of RQ4: Socio-Economic Implications and Consumer Protection

The findings related to RQ4 indicate that the socio-economic implications of impulsive buying in live streaming commerce remain relatively underrepresented in the existing literature. Most studies continue to frame impulsive buying as a favorable commercial outcome associated with engagement and increased transaction performance. However, limited attention has been given to the potential negative consequences of excessive impulsive consumption, particularly among financially vulnerable consumers. Existing research also provides minimal discussion regarding consumer protection mechanisms, ethical platform governance, and regulatory policies capable of mitigating persuasive digital selling practices. These findings suggest the need for future interdisciplinary research integrating consumer behavior, socio-economic welfare, and public policy perspectives to better understand the broader societal impact of live streaming commerce.

5. Conclusion

This study synthesizes the development of research on live streaming commerce (LSC) and impulsive buying through a systematic literature review and bibliometric analysis of Scopus-indexed publications from

2016 to 2025. The findings show sustained growth in the field, indicating that LSC has become an established research domain. Bibliometric results highlight strong geographical concentration in Asia, particularly China, while Western countries contribute to theoretical advancement. Thematic analysis identifies impulsive buying as a central outcome, with purchase intention often serving as a bridging construct, and emphasizes the importance of social presence and trust in explaining consumer behavior in live streaming environments.

Theoretically, this study provides an integrated synthesis of impulsive buying mechanisms within LSC and underscores the need for more context-specific conceptual frameworks. Methodologically, it demonstrates the value of combining systematic literature review and bibliometric analysis to map research structures in rapidly evolving fields. This study is limited to English-language Scopus publications and relies on bibliometric metadata, which may not fully capture theoretical depth. Future research should expand database coverage, adopt cross-cultural perspectives, and employ longitudinal, behavioral, and qualitative approaches to better understand impulsive buying dynamics in live streaming contexts. This study also emphasizes that impulsive buying in live streaming commerce should not be viewed solely as a commercial success indicator, but also as a phenomenon with broader socio-economic implications related to consumer vulnerability, excessive consumption, and financial well-being. Practically, the findings highlight the importance of developing consumer protection strategies and responsible digital commerce policies to reduce potential negative impacts associated with persuasive live streaming environments.

From a theoretical perspective, this study contributes by extending dominant consumer behavior perspective toward a broader socio-economic framing of impulsive buying in live streaming commerce. From a practical perspective, the study provides insights for policymakers, digital platforms, and marketers regarding the importance of balancing commercial effectiveness with ethical and consumer protection considerations in live streaming commerce ecosystems. The findings also imply that policymakers and digital platform providers should strengthen ethical governance mechanisms to minimize the risks of financially harmful impulsive consumption in live streaming environments.

6. Conflict of Interest

The authors declare that there is no conflict of interest.

7. References

- [1] Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- [2] Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- [3] Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303. <https://doi.org/10.1016/j.tele.2017.12.003>
- [4] Chen, N., & Yang, Y. (2023). The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research* 2023, Vol. 18, Pages 1601-1618, 18(3), 1601–1618. <https://doi.org/10.3390/JTAER18030081>
- [5] Dholakia, U. M. (2000). Temptation and resistance: An integrated model of consumption impulse formation and enactment - Dholakia - 2000 - Psychology & Marketing - Wiley Online Library. *Psychology & Marketing* 2000 John Wiley & Sons, Inc., 17(11), 955–982. [https://doi.org/https://doi.org/10.1002/1520-6793\(200011\)17:11<955::AID-MAR3>3.0.CO;2-J](https://doi.org/https://doi.org/10.1002/1520-6793(200011)17:11<955::AID-MAR3>3.0.CO;2-J)

-
- [6] Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439. <https://doi.org/10.1016/j.elerap.2013.06.001>
- [7] Frijda, N. H., Ridderinkhof, K. R., & Rietveld, E. (2014). Impulsive action: emotional impulses and their control. *Frontiers in Psychology*, 5, 73985. <https://doi.org/10.3389/fpsyg.2014.00518>
- [8] Gao, H., Chen, X., Gao, H., & Yu, B. (2022). Understanding Chinese Consumers' Livestreaming Impulsive Buying: An Stimulus-Organism-Response Perspective and the Mediating Role of Emotions and Zhong Yong Tendency. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.881294>
- [9] Hu, M., & Chaudhry, S. S. (2020). Enhancing consumer engagement in e-commerce live streaming via relational bonds. *Internet Research*, 30(3), 1019–1041. <https://doi.org/10.1108/INTR-03-2019-0082>
- [10] Li, M. ;, Wang, Q. ;, Cao, Y., Foroudi, P., Qi, J., Tchounwou, P. B., Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health* 2022, Vol. 19, Page 4378, 19(7), 4378. <https://doi.org/10.3390/IJERPH19074378>
- [11] Li, X., Huang, D., Dong, G., & Wang, B. (2024). Why consumers have impulsive purchase behavior in live streaming: the role of the streamer. *BMC Psychology*, 12(1), 1–16. <https://doi.org/10.1186/S40359-024-01632-W/TABLES/11>
- [12] Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, 60, 102478. <https://doi.org/10.1016/j.jretconser.2021.102478>
- [13] Lim, X. J., Mohd Radzol, A. R. bt, Cheah, J.-H. (Jacky), & Wong, M. W. (2017). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- [14] Liu, X., Zhang, L., & Chen, Q. (2022). The effects of tourism e-commerce live streaming features on consumer purchase intention: The mediating roles of flow experience and trust. *Frontiers in Psychology*, 13, 995129. <https://doi.org/10.3389/FPSYG.2022.995129/BIBTEX>
- [15] Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology : Mehrabian, Albert : Free Download, Borrow, and Streaming : Internet Archive. *Cambridge, M.I.T. Press*. https://books.google.com/books/about/An_Approach_to_Environmental_Psychology.html?id=EthOAA_AMAAJ
- [16] Ming, J., Jianqiu, Z., Bilal, M., Akram, U., & Fan, M. (2021). How social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300–320. <https://doi.org/10.1108/IJWIS-02-2021-0012/FULL/XML>
- [17] Mutambik, I. (2024). The Emerging Phenomenon of Shopstreaming: Gaining a More Nuanced Understanding of the Factors Which Drive It. *Journal of Theoretical and Applied Electronic Commerce Research* 2024, Vol. 19, Pages 2522-2542, 19(3), 2522–2542. <https://doi.org/10.3390/jtaer19030121>
- [18] Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2008). The Influence of Website Characteristics on a Consumer's Urge to Buy Impulsively. <https://doi.org/10.1287/ISRE.1070.0157>, 20(1), 60–78. <https://doi.org/10.1287/ISRE.1070.0157>
- [19] Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52, 101934. <https://doi.org/10.1016/j.jretconser.2019.101934>

-
- [20] Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189–199. <https://doi.org/10.1086/209105>
- [21] Shi, W., Li, F., & Hu, M. (2023). The influence of atmospheric cues and social presence on consumers' impulse buying behaviors in e-commerce live streaming. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-023-09793-3>
- [22] Sun, B., Zhang, Y., & Zheng, L. (2023). Relationship between time pressure and consumers' impulsive buying—Role of perceived value and emotions. *Heliyon*, 9(12), e23185. <https://doi.org/10.1016/j.heliyon.2023.e23185>
- [23] Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37, 100886. <https://doi.org/10.1016/J.ELERAP.2019.100886>
- [24] Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: feeling and no thinking. *European Journal of Personality*, 15(S1), S71–S83. <https://doi.org/10.1002/PER.423>
- [25] Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/J.JBUSRES.2018.08.032>
- [26] Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers' impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- [27] Xiong, J., Wang, Y., & Li, Z. (2024). Understanding the Relationship between IT Affordance and Consumers' Purchase Intention in E-Commerce Live Streaming: The Moderating Effect of Gender. *International Journal of Human-Computer Interaction*. <https://doi.org/10.1080/10447318.2023.2250607>
- [28] Xu, X., Wu, J.-H., & Li, Q. (2020). WHAT DRIVES CONSUMER SHOPPING BEHAVIOR IN LIVE STREAMING COMMERCE? *Journal of Electronic Commerce Research*, 21(3), 144–167. <http://www.jecr.org/node/609>
- [29] Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The impact of live video streaming on online purchase intention. *Service Industries Journal*, 40(9–10), 656–681. <https://doi.org/10.1080/02642069.2019.1576642>
- [30] Zhang, S., Huang, C., Li, X., & Ren, A. (2022). Characteristics and roles of streamers in e-commerce live streaming. *The Service Industries Journal*, 42(13–14), 1001–1029. <https://doi.org/10.1080/02642069.2022.2068530>
- [31] Zhang, X., Cheng, X., & Huang, X. (2023). “Oh, My God, Buy It!” Investigating Impulse Buying Behavior in Live Streaming Commerce. *International Journal of Human-Computer Interaction*, 39(12), 2436–2449. <https://doi.org/10.1080/10447318.2022.2076773>
- [32] Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980. <https://doi.org/10.1016/j.elerap.2020.100980>

Manuscript received: 24.02.2026

Manuscript received in revised form: 12.05.2026

Manuscript accepted: 20.06.2026