

# UNDERSTANDING LIVESTREAMING SHOPPING: A SYSTEMATIC LITERATURE REVIEW

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## Abstract

*Livestreaming presents itself as a new form of shopping environment that stimulates potential consumers in making stimulated shopping decisions. This paper aims to review the development of research related to livestreaming shopping using computational bibliometric analysis. Publish or Perish software was used to obtain literature data using the keyword "livestreaming shopping" and selecting a search database on Google Scholar with a time limit used for the last 10 years (2014 to 2024). The initial data search results were 457 articles, then filtered by removing documents deemed less relevant to the specified keywords/titles. The results show that livestreaming shopping research can be divided into two terms, namely live commerce and livestreaming shopping. The results of the analysis of livestreaming shopping publications in the last 10 years show an increase in the number of publications each year. The highest number of publications was in 2024 with 114 articles and the smallest publications in 2014 with 10 articles. This bibliometric analysis provides a summary and potential avenues for future livestreaming shopping research, as suggested by the findings.*

**Keywords:** *livestreaming shopping, publish or perish; literature review; VOSviewer*

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## 1. Introduction

Livestreaming shopping is the future of e-commerce (Chong et al., 2023). A GoodStats survey reported that the conversion rate of companies in Indonesia that implement livestreaming shopping achieves a higher sales increase than conventional e-commerce (GoodStats, 2023). Meanwhile, the global livestreaming market reached USD 50.11 billion in 2020 and is expected to increase annually (Lu et al., 2022). The increasing global trend of livestreaming as a new model in sales channels provides opportunities for long-term business sustainability (Hendrayati et al., 2024). This innovative livestreaming sales channel has transformed e-commerce from a product-oriented shopping environment to a customer-centric shopping environment.

Livestreaming is a real-time interaction activity, such as sharing images, sounds, and videos between streamers and potential buyers through digital technology. This new shopping environment stimulates potential consumers to make informed shopping decisions and creates sustainable consumer behavior (Hilvert-Bruce et al., 2018). Consumers are often stimulated and excited by the interactive and entertaining experiences in livestreaming commerce (Camilleri & Falzon, 2021). Furthermore, consumers can also obtain more complete information regarding their purchasing decisions because they can receive more and more comprehensive product information than just product reviews (Wongkitrungrueng & Assarut, 2020). Nearly all e-commerce platforms in Indonesia have opened livestreaming channels, such as Shopee, TikTok, and Tokopedia. Several large and small companies have entered this sales channel model and are targeting specific market segments.

Due to the importance of livestreaming for business success, research on livestreaming continues to be conducted, both in terms of measuring livestreaming and examining factors related to it. This article uses a systematic literature review to review previous studies on livestreaming. This article can serve as a reference for academics regarding ongoing

livestreaming research and for business managers to increase sales. One analytical technique for assessing research progress is bibliometric analysis. Bibliometric analysis is defined as a form of research data mapping that can assist researchers in improving research quality. Bibliometric analysis displays the topic area studied, the researcher's country of origin, and the journal where the publication was published from articles published in journals and other scientific works (Al Husaeni & Nandiyanto, 2022). Research on bibliometric analysis has been conducted by several researchers, including bibliometric analysis in marketing (Rakhmanita et al., 2023) and in the field of Fintech (Fahruri et al., 2024). However, there is very little published research on computational mapping and bibliometric analysis of data in the field of livestreaming shopping, particularly bibliometric analysis spanning the last 10 years, from 2014 to 2024, using the VOSviewer application. The research questions raised are as follows:

- RQ1: Which articles related to livestreaming shopping research are most cited?
- RQ2: How has livestreaming shopping research evolved over the past 10 years?
- RQ3: What are the most researched research topics related to livestreaming?

## 2. Method

This study uses a systematic literature review method to identify and discuss research topics relevant to a specific research question. Three stages were used to capture the current state of the art related to this research topic:

- (1) Develop research questions;
- (2) Create a search string based on the research question;
- (3) Filter to select the most relevant articles.
- (4) Improvement of search results, compilation of data statistics, and
- (5) Data analysis to answer the research questions outlined in the introduction.

A literature search was conducted using the keyword "live streaming shopping" with a range of years from 2015 to 2022. The literature search was conducted using Publish or Perish (PoP) software and the selected database was Google Scholar. Publish or Perish was chosen because it has proven to be quite effective in finding articles. The Google Scholar database was chosen because it is currently the largest and easily accessible database. The initial database search resulted in 457 results, with many article titles being inaccurate. Therefore, the search was filtered again to determine their suitability to the searched topic. Search results in the form of books, newspapers, and reviews were excluded from the list. Only journal articles were retrieved, resulting in 180 literatures. The revised data were then saved in Excel and imported into Mendeley bibliography software. VOSviewer software was used for analysis and visualization of the bibliometric network. The reason for using VOSviewer is its effective ability to provide visual results and interesting analysis.

## 3. Results and Discussion

Based on search results using the Publish or Perish software and the Google Scholar database, 457 articles were found that met the research criteria. The data obtained consisted of article metadata, including author name, title, year of publication, journal name, publisher, and number of citations. Table 1 presents a sample of the 20 articles with the highest number of citations.

**Table 1. Results of publication data search**

Authors	Title	Year	Cite s
(Liu & Wang)	The impact of online celebrities in livestreaming E-commerce on purchase intention from the perspective of emotional contagion	2021	336
(Fei et al)	Promoting or attenuating? An eye-tracking study on the role of social cues in e-commerce livestreaming	2021	232
(Chen et al)	How livestreaming increases product sales: role of trust transfer and elaboration likelihood model	2022	230
S Cunningham et al	China's livestreaming industry: Platforms, politics, and precarity	2019	208
T Ang et al	Livestreaming vs pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions	2018	204
Z Lu et al	"I feel it is my responsibility to stream" Streaming and Engaging with Intangible Cultural Heritage through Livestreaming	2019	182
(Shen, 2022)	The effect of hotel livestreaming on viewers' purchase intention: Exploring the role of parasocial interaction and emotional engagement	2022	145
R Zhou and L Tong	A study on the influencing factors of consumers' purchase intention during livestreaming e-commerce: the mediating effect of emotion	2022	117
B Wang et al	Increase hedonic product purchase intention through livestreaming: The mediating effects of mental imagery quality and customer trust	2022	102
BB Ruberg and D Lark	Livestreaming from the bedroom: Performing intimacy through domestic space on Twitch	2021	101
TY Qian et al	Gamification for value creation and viewer engagement in gamified livestreaming services: The moderating role of gender in esports	2022	98
R Scully-Blaker et al	Playing along and playing for on Twitch: Livestreaming from tandem play to performance	2017	94
B Wang et al	Anatomy of a personalized livestreaming system	2016	93
B Chen et al	Research on the impact of marketing strategy on consumers' impulsive purchase behavior in livestreaming e-commerce	2022	91
Z Lu et al	Vicariously experiencing it all without going outside: A study of outdoor livestreaming in China	2019	83
JT Sheng and SR Kairam	From virtual strangers to irl friends: relationship development in livestreaming communities on twitch	2020	81
CA Fraser et al	Sharing the studio: How creative livestreaming can inspire, educate, and engage	2019	80
H Gao et al	Understanding Chinese consumers' livestreaming impulsive buying: a stimulus-organism-response perspective and the mediating role of emotions and ...	2022	63
C Yu et al	To stream or not to stream? Exploring factors influencing impulsive consumption through gastronomy livestreaming	2022	61
D Lottridge et al	Third-wave livestreaming: teens' long form selfie	2017	57



Figure 1 shows the relationship between related terms and frequently researched terms related to the research topic of livestreaming shopping. The author's keywords are keywords that usually appear below the abstract to identify the topic of the paper. Livestreaming is the most common keyword with the deepest network over the past 10 years. Research on livestreaming shopping was mostly conducted between 2014 and 2024. Based on Figure 3, it can be seen that there is still little research on livestreaming shopping in e-commerce. Labels are given for each term with a colored circle. From the mapping results, the topic of branded mobile applications is divided into 7 clusters, namely:

- i. Cluster 1 (red): social media, market
- ii. Cluster 2 (green): social presence, precaity, livestreaming practice, way, source
- iii. Cluster 3 (light blue): digital performance, music, view, youtube
- iv. Cluster 4 (yellow): economy, sustainability
- v. Cluster 5 (purple): trends, music concert business
- vi. Cluster 6 (dark blue): ecommerce, host, case
- vii. Cluster 7 (light green): evolution, influencer, enjoyment

### Interpretive Analysis

Based on bibliometric results, publications on livestreaming shopping have shown a significant increase over the past 10 years. This increase not only reflects growing academic interest but can also be linked to social phenomena and market behavior. For example, the increase in publications in 2021–2024 coincided with the increased use of livestreaming platforms like TikTok Shop and Shopee Live, as well as changes in digital consumption behavior due to the COVID-19 pandemic. These conditions accelerated the shift from search-based browsing to real-time experiential shopping (Pham et al., 2024).

Furthermore, citation analysis shows that articles with the highest number of citations (e.g., Liu & Wang, 2021) focus on consumer psychology variables such as parasocial interaction and emotional contagion. This suggests that the emotional dimension and social relationships of streamers are crucial factors in driving purchasing decisions, beyond just price or product quality. Thus, research on livestreaming shopping is evolving beyond just digital marketing studies to encompass a broader range of social behavior and consumer psychology.

### Synthesis Across Studies

Bibliometric findings indicate thematic patterns that can be divided into seven research clusters, ranging from parasocial relationships and host engagement to impulse buying behavior and marketing strategies (Nadroo et al., 2025). In comparison, earlier studies (2014–2018) focused more on viewer engagement and user motivation, while more recent research (2020–2024) tends to focus on purchase intention, trust transfer, and gamification-based persuasion strategies.

Furthermore, studies in the high-citation category frequently utilize SOR (Stimulus-Organism-Response) theory and the elaboration likelihood model, while recent studies increasingly combine technological and behavioral approaches through AI integration, content personalization, and real-time interaction metrics (Busalim et al., 2022). This pattern indicates a shift in research focus from "why consumers watch" to "how interactions influence purchasing decisions."

Thus, the relationship between the findings shows that livestreaming shopping is part of a digital commerce ecosystem that is developing from immersive experiences, social influence, to automated data-based recommendations (Liang et al., 2025).

### Research Gap & Future Directions

Based on the results of the bibliometric analysis, several research gaps remain underexplored. First, while most studies emphasize the influence of livestreaming on purchase intention, studies related to post-purchase behavior, customer retention, or the loyalty lifecycle are still very limited. Second, academic attention has focused more on Asian platforms (particularly China), while cross-country comparative studies are still minimal.

Third, research predominantly uses survey methods, while experimental, longitudinal, and mixed-method methods are still rare, despite their importance in measuring the long-term effects of consumer behavior in livestreaming shopping (Lu et al., 2025).

Therefore, the direction of future research can be directed at:

- Customer lifetime value analysis in livestream commerce model;
- Comparison of consumer behavior across cultures and platforms;
- Experiments with streamer characteristics such as authenticity, communication style, and the use of AI-generated influencers;
- AI-based technology model for personalized recommendations in real-time interactions.

Thus, this article not only maps research developments but also provides strategic directions for future research development (Fergnani, 2019).

#### 4. Conclusions and Suggestions

This study conducted a comprehensive review of literature related to the keyword “livestreaming shopping.” From an initial pool of publications, twenty articles were selected after meeting several predefined inclusion criteria, such as relevance, methodological rigor, and research focus. The findings indicate that 336 highly cited studies published in 2021 predominantly employed research methods aimed at examining the influence of celebrities or livestream hosts in ecommerce livestreaming, particularly regarding their impact on consumers’ purchase intentions.

Over the past decade, research on livestreaming has experienced rapid and consistent growth, reflecting the increasing importance of this phenomenon in the digital commerce landscape. Nevertheless, the results of this literature review also reveal that despite the expanding body of research, ecommerce livestreaming as a specific topic remains relatively understudied. This gap highlights promising opportunities for future investigations, especially those exploring consumer behavior, technological affordances, host audience interaction, and platform strategies within the context of livestream-based shopping.

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