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SYSTEMATIC LITERATURE REVIEW FOR THE EFFECT OF THE USE OF LIVE STREAM FEATURE ON PURCHASE INTENTION

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Abstract

Live streaming has become one of the most effective digital marketing tools in encouraging consumer purchase intention, both on social media platforms and e-commerce. This study uses the *Systematic Literature Review* (SLR) method to identify and analyze the factors that affect the success of the live streaming feature in increasing consumer purchase intention. Based on an analysis of 15 selected journals, it was found that elements such as interactivity, product visualization, entertainment elements, streamer credibility, and information quality played a significant role in building consumer trust, reducing uncertainty, and creating a positive shopping experience. Differences in effectiveness were also found between social media platforms and *e-commerce*. Social media is more effective at building brand awareness and audience engagement through entertaining content, while *e-commerce* excels at driving direct transactions due to its integrated payment features and real-time promotions. The study concludes that the success of *live streaming* is highly dependent on the characteristics of the platform, the type of product, and the content delivery strategy that is relevant to consumer preferences. Strategic advice is given to maximize the potential of live streaming as an adaptive and effective marketing tool in the digital ecosystem.

Keywords: systematic literature review, live streaming, purchase intention, marketing

Introduction

Digital marketing has become one of the main keys in marketing products to consumers, where one of the tools or features that are widely used in this era is *live stream.* This feature is increasingly being used by marketers along with the development of mobile communication technology (Zhang et al., 2020). As it develops online shopping also encourages the development of features live stream itself, which was initially only available on social media, is now also available on *e-commerce* like TikTok. The success of the feature *live stream* This itself is inseparable from objectives such as psychology, marketing, and information systems that are used to analyze what factors make *live stream* this has succeeded in influencing consumers who watch it (D. Liu & Yu, 2022). Compared to marketing that is done traditionally, with the presence of *live stream* This is considered very effective because of the interaction that occurs between *streamer* with the audience. During the session *live stream* last *streamer* can conduct various types of communication to improve interaction with the audience. *Streamer* can be shown directly or do *display* to reduce the doubts that consumers may feel about the product (Kozlenkova et al., 2017)

Factors that drive success from use *live stream* This as a marketing tool is divided into several elements such as credibility and attractiveness of *streamer*, product quality and presentation, as well as a well-integrated transaction system in *streaming* platform (X. Chen et al., 2023). For example, if the information submitted by the *streamer*

considered credible and attractive or the presentation of the product that is marketed is done well, then the more positive the response will also be shown by consumers. The thing that makes *live stream* This is interesting in marketing because of the interaction that occurs directly or *real-time* between *streamer* with consumers watching (Kang et al., 2021). This interaction is like breaking the boundary between shopping done in online stores and physical stores. So that the appearance of purchase intentions in consumers after watching *live stream* It is not a difficult thing to realize. Several previous studies have been conducted to see what factors influence the emergence of *purchase intention.* Such as research conducted by Yang et al. (2024), where the characteristics of *streamer*, product characteristics, and the characteristics of the platform used have a positive effect on *purchase intention.* Meanwhile, research conducted by Ma et al. (2022) states that *social present* and *Trust* plays a role in mediating between features *live streaming* with *purchase intention.* As well as research conducted by Qing and Jin (2022) states that *perceived value* perceived by consumers is the main factor that can mediate between *live stream* and *purchase intention* that appeared.

The research aims to find out the diversity of factors that cause *purchase intention* appear to consumers after watching a promotion of a product on the feature *live stream* both on social media platforms and *commerce.* This study also aims to review these factors based on previous studies related to the influence of feature use *live stream* against *Consumer's Purchase Intention* using the *Systematic Literatur Review* (SLR). This SLR method is a method that aims to synthesize scientific evidence to answer a specific research question in a transparent way, using all published evidence on the topic (Lame, 2019). This method is used to conduct a systematic review and identification of journals where each process follows the steps that have been set. The use of the SLR method is also intended to avoid subjective identification (Triandini et al., 2019).

Research Methods

Review Method

This study uses the *Systematic Literature Review* (SLR) method with the source used being Google Scholar and other scientific publication platforms. Data collection was carried out using the *Publish or Perish* 8 application to search for literature related to *the live streaming* and *purchase intention* features. Then the author uses the VOSviewer application version 1.6.20 to analyze maps based on bibliometric data to understand the relationships and patterns in scientific publications obtained previously. However, this study focuses on 15 indexed journals from various journal publishers.

Research Object

The object of this research is a scientific article which is an international and national journal that discusses *live streaming, e-commerce,* digital marketing, and *purchase intention.* Then one of the objects in this study is secondary data which is a previous empirical study that discusses the relationship between *the live stream* feature and *purchase intention*. Scientific databases such as Google Scholar or other relevant platforms to access scientific publications.

Data Collection Techniques

This study uses Bibliometric analysis to collect data from scientific publications. The application used is *Publish or Perish 8* where the source used in searching for journals on the *Publish or Perish 8* application is Google Scholar. The range of years of

literature publication is from 2019-2014 with a maximum number of literature obtained as many as 500. Then the data is exported in RIS format and then analyzed using the VOSviewer application version 1.6.20.

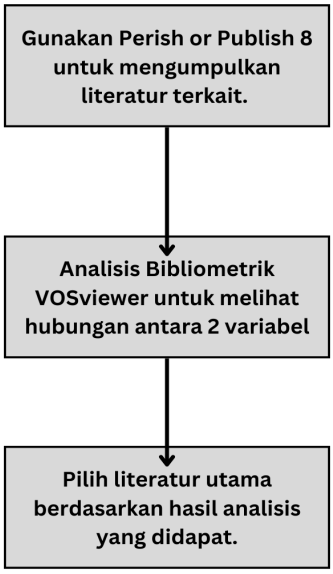


Figure 1. Data Collection Steps

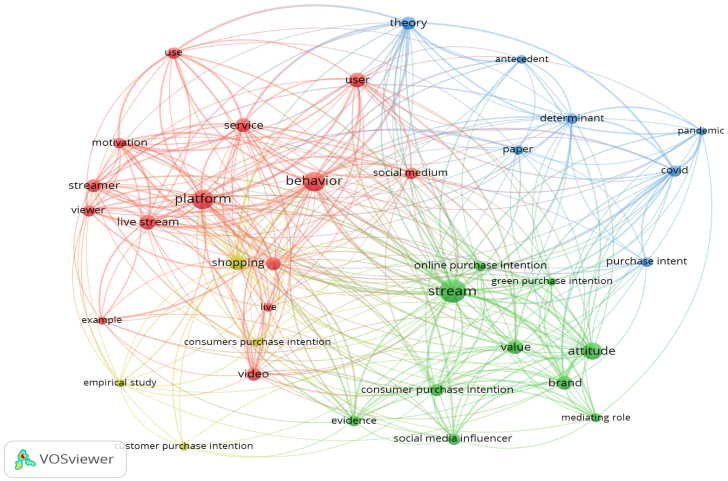


Figure 2. Results of Bibliometric Analysis

Research Question

Questions related to this research topic. The list of questions can be seen in table 1.

Table 1. *Research Question*

Code	Question	Motivation
RQ 1 :	What journals or literature are used in this study?	Collect and analyze the journals or literature used in this study.
RQ 2 :	What factors cause consumers to have *purchase intention* after watching	Analyze various factors such as interactivity, trust, *entertainment, perceived value,* and information quality.

Code	Question	Motivation
	product promotions through *the live stream* feature?	
RQ 3 :	How does the role of interactivity, visualization, and entertainment elements in *live streaming* affect consumer *purchase intention*?	Explore the specific elements of *live streaming* that significantly impact purchase intent.
RQ 4 :	Is there a difference in the influence of *live streaming* features on *purchase intent* between social media platforms (e.g., TikTok, YouTube) and commerce (e.g., Shopee Live)?	Comparing the effectiveness of social media and *commerce* platforms in influencing consumer purchasing behavior.

Studi *Selection*

In this Systematic Literature Review (SLR) study, inclusion and exclusion criteria are used to ensure that the literature analyzed is relevant to the research topic, namely the influence of the use of *the live stream* feature on *consumer's purchase intention*. This criterion is designed to filter studies that are in accordance with the research objectives, consider the quality and relevance of the content, and avoid bias in the literature selection process.

Table 2. Inclusion and Exclusion Criteria

Inclusion Criteria	A study that is relevant to the influence of *live streaming* features on *purchase intent*.
	Research that uses quantitative or qualitative methods with results that can be evaluated.
	Publications in the last five years.
Exclusion Criteria	An article that only discusses *live streaming* without having anything to do with *purchase intent*.
	Studies that do not provide empirical or theoretical data to support it.

Data Extraction

The researcher selected the main literature to then extract and collect the data needed for this study. The authors then compiled a data extraction form designed to collect data that had been obtained from the main literature to answer the questions in this study. Then the data is compiled in the form of a narrative to answer each RQ.

Table 3. Research Data Extraction

Code	Data Elements	Data Collected
RQ1 :	Identify the Journal or Literature used.	Journals or literature related to *live streams* and *purchase intentions.*
RQ2 :	Factors Causing *Purchase Intention*	Factors found in the literature, such as interactivity, trust, *entertainment*, *perceived value*, and information quality.
		An explanation of how each of these factors contributes to *purchase intention*.
RQ 3:	The Role of *the Live Streaming Feature*	Specific elements of the live stream being evaluated (e.g., visualizations, real-time discounts, interactivity).
		The impact of these elements on consumer purchasing decisions.
RQ 4:	Platform Differences	Comparison of the influence of live streaming on social media platforms (TikTok, YouTube) and *commerce*.

Code	Data Elements	Data Collected
		Explanation of the difference in the effectiveness of features by platform type.

Assessment of Study Quality and Data Synthesis

The quality assessment of the literature is carried out to ensure that the literature analyzed in the *Systematic Literature Review* (SLR) research has high relevance and validity. Each selected literature is evaluated based on criteria such as the research method used, the number of samples, and the quality of the data reported. Literature that meets methodological standards, such as the use of appropriate statistical analysis or clear research design, is given higher weight in the analysis. In addition, articles that contain empirical data, verified findings, and direct relevance to research questions get priority in data synthesis. Criteria such as clarity in mentioning the influence of *the live streaming* feature on *purchase intention* are also the main considerations.

Data synthesis is carried out by grouping research results based on each research question. The data from each study was categorized into key themes, such as factors influencing *purchase intent*, the role of interactivity, or differences in influence between platforms. Similar findings from several literatures were compared to identify general patterns, while differences were analyzed to provide additional insights.

Results and Discussion

Live Stream

Live streaming is one of the features in digital marketing that is quite effective to use, especially in an era that uses this technology. Some definitions or meanings of *live streaming* according to several literatures such as according to Dang-Van et al., (2023) which state that *Live streaming* is a dynamic format of *e-commerce* that enriches the shopping experience with real-time interactive elements such as live chat and video, offering consumers an exciting and immersive opportunity to discover and purchase products. Sun et al. (2019) define that *Live streaming* is an interactive communication technology that combines *real-time* video and text-based chat, allowing for direct interaction between *streamers* and viewers. Another definition is *that Live streaming* is a medium that can be used to broadcast and record images and sound live, where the transmission uses one or several communication technologies so that the audience can feel the presence of the *streamer* or *broadcaster* live (Chen & Lin, 2018). Other literature also explains that *Live streaming* is a form of entertainment in online interactive multimedia that is very quickly becoming popular around the world (Hilvert-Bruce et al., 2018).

Based on these definitions, it can be concluded that *live stream* is an interactive communication technology that allows users to broadcast in the form of video and audio in *real-time*, combining elements of direct social interaction such as text or video chat. The implications that arise related to *live streaming* based on the definitions mentioned are: (1) *Live streaming* presents a new way of doing online shopping by combining entertainment and live interaction, thereby driving transformation in *the e-commerce* business model.(2) *Live streaming* leverages technology to create interactive experiences for its viewers and drives the development of new platforms with *real-time* communication features. (3) These technologies enhance the user experience by offering direct interaction, transparency, and social engagement, and expanding accessibility to information and entertainment around the world. (4) The ability to interact directly

strengthens social relationships between *streamers* or *broadcasters.* and the audience or viewers *of the live stream* with the aim of creating a loyal community. (5) *Live streams* allow *streamers* to provide product information clearly and directly, improving consumer understanding before purchase.

The positive experiences felt by consumers while watching *the product promotion live stream* then have an impact in the form of a desire to make a purchase for the product. In the context of this study, various factors can form a positive experience that can encourage the emergence of *purchase intention* in consumers.

Purchase Intention

Purchase intention can be defined as the likelihood and level of consumer willingness to buy a certain product or service (Tan et al., 2021). In the process of purchasing a product, consumers will evaluate information from various sources (Chen et al., 2023), which in the context of this research, *live streams* can be one of the sources of information for consumers. During the *live stream* session, consumers who join will be exposed to information submitted by the *streamer* regarding the products being marketed. The match between the information received by consumers will also affect *purchase intention* (Chen et al., 2023), which means that when the *live stream* session takes place and consumers find a match of the product information marketed with what is needed, the purchase *intention* will appear.

Based on the theory above, information is one of the factors that causes the emergence of *purchase intention* in consumers after watching a *live stream session.* There are still other factors that are driving the emergence of *purchase intention* which will be described in this study based on previous studies that have been conducted.

RQ1 : Identification of Journals or Literature in Research

This research using the *Systematic Literature Review* (SLR) method uses 15 journals that discuss how the use of *live streams* can generate *Purchase Intention* in consumers who watch *live streams* promoting a product. There are many journals that discuss live *streams* and *purchase intention* but due to limitations, the inclusion of these journals or literature cannot be listed as the main journal in this study.

Table 4. List of significant journals

No	Publisher Name	Publication	Category and Year
1	Elsevier	Acta Psychologica	Q2, 2024
2	magscholar.com	Asian Journal of Business Research	Q3, 2022
3	mdpi.com	Sustainability	Q2, 2022
4	mdpi.com	Information	Q2, 2022
5	Taylor & Francis	The Service industries journal	Q1, 2020
6	frontiersin.org	Frontiers in Psychology	Q2, 2022
7	frontiersin.org	Frontiers in psychology	Q2, 2021
8	Elsevier	Journal of Retailing and Consumer Services	Q1, 2022
9	frontiersin.org	Frontiers in Psychology	Q2, 2022
10	mdpi.com	Sustainability	Q2, 2023
11	Elsevier	Electronic Commerce Research and Applications	Q1, 2022
12	mdpi.com	Sustainability	Q2, 2022
13	aisel.aisnet.org	Association for Information Systems	Q1, 2019

No	Publisher Name	Publication	Category and Year
14	Springer	Information Technology and Management	Q3, 2024
15	Taylor & Francis	Cogent Business & Management	Q2, 2022

RQ2 Factors Causing *Purchase Intention*

Answering *the second Research Question*, the following is an explanation of the factors that affect the emergence of purchase *intention* after watching a *live stream* of a product promotion along with sources from previous research:

Table 5. Table of Analysis of Factors Causing Purchase *Intention*

Source	Research Title	Research Results
Yang et al. (2024)	*Exploring the influence of live streaming on consumer purchase intention: A structural equation modeling approach in the Chinese E-commerce sector*	Live *streamer characteristics*, product characteristics, platform characteristics, *trust*, and *impulsiveness* have an influence on the *purchase intention* that appears in consumers after watching *live streaming.*
Apasrawirote and Yawised (2022)	*Factors influencing the behavioral and purchase intention on live-streaming shopping.*	*Behavioural Intention* (emotional involvement or direct interaction) encourages the emergence of *purchase intention.*
Ma et al. (2022)	*How to use live streaming to improve consumer purchase intentions: evidence from China.*	*Live streamers* influence *purchase intention* through several psychological mechanisms such as *social present, trust,* and *engagement.*
Ho and Chen (2022)	*Factors influencing watching and purchase intentions on live streaming platforms: From a 7Ps marketing mix perspective.*	Elements such as promotion, *placement*, and *physical evidence* play an important role in capturing consumers' attention, creating an authentic shopping experience, and driving *purchase intent.*
Zhang et al. (2020)	*The impact of live video streaming on online purchase intention.*	*Live streaming* affects *online purchase intention* by reducing *psychological distance* and *perceived uncertainty.* This effect is more significant for *product experience* than *search products*.
Qing and Jin (2022)	*What drives consumer purchasing intention in live streaming e-commerce?*	*Quality dimensions* dari *live streaming e-commerce* (*system quality, information quality,* dan *service quality*) memengaruhi *purchase intention* melalui jalur mediasi seperti *perceived usefulness*, *perceived ease of use*, *perceived trust*, dan *perceived value*.
Guo et al. (2021)	*How live streaming features impact consumers' purchase intention in the context of cross-border E-commerce? A research based on SOR theory.*	The live streaming *feature* has a direct and indirect impact on *purchase intention* through increasing *perceived value* and reducing *perceived uncertainty.*
Zheng et al. (2022)	*How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective.*	*Engagement metrics* such as visits, comments, and *likes* play an important role in influencing *customer purchase intention* in the context of *live streaming.*

Source	Research Title	Research Results
Liu et al. (2022)	*Marketing by live streaming: How to interact with consumers to increase their purchase intentions.*	*Live streaming* affects *purchase intention* through social *presence*, *consumer conformity,* and product moderation mechanisms.
Wu and Huang (2023)	*Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—Mediated by consumer trust.*	*Live streaming* affects *purchase intention* through three dimensions of perceived value (*utilitarian*, *hedonic*, and *social value*). Trust in *streamers* plays a dominant role in mediating these relationships, suggesting that *streamers* are a key factor in creating consumer trust and increasing sustainable purchase intent.
He and Xue (2022)	*What and how driving consumer engagement and purchase intention in officer live streaming? A two-factor theory perspective.*	*Live streaming* influences *purchase intention* through two main channels, namely *utilitarian-hedonic benefit* perception and risk perception.
Dong et al. (2022)	*The role of live-streaming e-commerce on consumers' purchasing intention regarding green agricultural products.*	*Live-streaming e-commerce* , which includes information, systems, services, telepresence, and social presence, positively affects *green trust*, which then increases *green purchase intention.*
Chen et al. (2019)	*The influence of e-commerce live streaming on lifestyle fit uncertainty and online purchase intention of experience products.*	*Live streaming* reduces *product uncertainty* and *lifestyle fit uncertainty*, which significantly increases *purchase intent*. Communication interactivity and visibility features play a crucial role in providing consumers with relevant information, allowing them to make more confident purchasing decisions.
Liu and Yu (2022)	*Impact of perceived diagnosticity on live streams and consumer purchase intention: streamer type, product type, and brand awareness as moderators.*	This study shows that *influential streamers* and *brand awareness* contribute significantly to *perceived diagnosticity*, which ultimately increases *purchase intention*.
Chandrruangphen et al. (2022)	*The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing.*	Live streaming *attributes* such as *product quality*, *pricing transparency*, and *broadcast timing announcements* play an important role in building consumer trust in sellers and products, ultimately driving viewing and purchase intent.

The first literature discusses how *live streaming* influences consumer *purchase intention* in *e-commerce.* Yang et al. (2024) in his research discusses how *live streamer characteristics*, product characteristics, and platform characteristics affect *purchase intention.* The intended criteria *for live streamers* is how the professionalism, popularity, and interactivity possessed by *the streamer* have a significant impact on *purchase intention.* While reviewing product characteristics, in the research Yang et al. (2024) this looks at how price, quality, and product function can affect consumer trust and impulsivity, which will lead to *purchase intention.* The characteristics of the platform are also a consideration considering that various platforms provide different content. The second research conducted by Apasrawirote and Yawised (2022) aims to analyze factors

that affect *purchase intention* such as customer perception of the products and brands marketed, where this perception will give birth to a positive experience for consumers and increase *purchase intention.* Consumption mix strategies such as promotions, competitive prices, and ease of making transactions also support creating comfort and security in shopping, so that purchase *intention* emerges in consumers.

Ma and Zhang (2022) in their research reviewed how psychological mechanisms can affect *purchase intention* where interactivity, visualization, *entertainment*, and professionalism are the main factors studied. Live *streaming* capabilities that allow direct communication between consumers and *streamers* increase social presence and privacy. Visualization in the form of a detailed product presentation by demonstrating the use of the product can strengthen consumer confidence and then encourage *purchase intention.* Another factor is *entertainment* such as the existence of prize draws or discounts within a certain period of time to create a pleasant experience for consumers so that it can increase *purchase intention.* Professionalism in the context of this research is related to the information conveyed by *streamers* in real life and also helps build direct consumer trust in the product.

Research conducted by Ho and Chen (2022) states that promotional activities such as discounts, prize draws, and free shipping can increase *purchase intention.* Placement and physical evidence also affect significantly as real-time interactions, authentic content and clean broadcast space settings and a supportive atmosphere can increase *purchase intent*. Zhang et al. (2019) stated that *live streaming* is proven to reduce psychological distance and uncertainty felt by consumers so that it can increase *purchase intention.* Qing and Jin (2022) stated in their study that value perception plays a significant mediating role between the quality of *live streaming e-commerce* and *purchase intention.* Zheng et al. (2022) in their research reviewed that the more viewers who join the *live stream* session and the number of comments given, the more positive the influence on *purchase intention* will also be. Dong et al. (2022) in their research on *green products,* purchase intention increases with the existence of *green trust* and immersive experiences and credible information.

RQ3 Role of *Live Streaming Feature*

Based on research conducted by Ma et al. (2022); Zheng et al. (2022); Wu and Huang (2023), the *live stream* feature functions in providing product visualization or presentation through images, videos, or demonstrations directly to increase consumer confidence in the product. This visualization also helps in reducing the uncertainty felt by consumers about the quality or function of the product which is difficult to capture through text or static images (Zhang et al, 2019; Guo et al., 2021). The *live stream* feature also helps in strengthening product identity, especially in fashion products, cosmetics, and items that rely on aesthetics to attract consumers (Chandrruangphen, 2022; Chen et al., 2019)

The live stream *feature* also plays a role in presenting entertainment content for its viewers. Entertainment elements such as humor or games presented during live *streaming* can increase *engagement* by presenting content that entertains many audiences to watch until the end (Liu et al., 2022; Dong et al., 2022). Additionally, entertainment such as humor and *storytelling* can enhance emotional appeal which can influence shopping decisions when the entertainment environment is available (Liu & Yu, 2024; Chandrruangphen, 2022). Entertainment increases audience engagement and creates a pleasant shopping experience for consumers.

Live streams also function to increase consumer perception of the product if the *streamer* has good credibility. This credibility itself can be built through the communication style used by *streamers.* To maximize *the live stream feature,* using the right *streamer* will have a direct impact on *purchase intention* because consumers tend to prefer the product if product-related information can be conveyed properly (Zhang et al., 2020). In addition, *live streams* can be filled with activities such as prize draws or consumer participation-based discounts during *live streaming*. Consumers will feel more engaged when they participate in interactive activities in the *live stream* (Liu et al., 2022; Dong et al., 2022).

RQ4 Platform Differences

The effectiveness of the *live stream* feature is also affected by the type of platform used. For example, on social media platforms such as YouTube and TikTok, where these two social media have algorithms that highlight content based on user interests, thereby increasing streamer visibility. Social media also tends to use hashtags to create trends and expand the reach of *live streaming* (Liu & Yu, 2024). In addition, products such as fashion, cosmetics, or food will be more suitable to be promoted on social media platforms because of strong visualization and *storytelling* content to increase *purchase intention* (Ho et al., 2022). Meanwhile, *e-commerce platforms* will be more prominent for customers who are looking for convenience in transactions. In *e-commerce*, there is a direct payment feature and it is integrated with the shopping cart on their *e-commerce* account (Yang et al, 2024; Qing & Jin, 2022). In addition, offers such as *flash sales* and exclusive discounts offered by *e-commerce* tend to increase the urgency of the purchase so that it will affect *purchase intention* (Guo & Zheng, 2021).

From the perspective of platform effectiveness, *live streams* using social media are more suitable for increasing brand awareness and building community and attracting new audiences but are less effective for live transactions due to the limitations of transaction features. Meanwhile, *live streams* on *e-commerce* are more effective for consumers who like direct and easy payment features.

Conclusion

The results of the study with the Systematic Literature Review (SLR) show that live streaming has a significant influence on consumer purchase intention through interactivity, product visualization, entertainment elements, streamer credibility, and the quality of the information presented. These elements build trust, reduce uncertainty, and create a positive shopping experience, with effectiveness varying depending on the type of platform and product. Social media platforms such as TikTok and YouTube are effective at building brand awareness through visual content and storytelling, while e-commerce platforms such as Shopee and Lazada excel at facilitating direct transactions with real-time payment and promotion features. Experiential products such as fashion and cosmetics benefit more than search products such as electronics. To increase effectiveness, streamers need to present high-quality content and detailed product demonstrations, while marketers can take advantage of entertainment elements such as game-based discounts and prize draws. More research is needed to explore cross-cultural influences and other types of products.

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