What Makes Consumers Buy in Live-Streaming Commerce: A Preliminary Literature Review

Abstract

This study provides a preliminary synthesis of research on livestream e-commerce (LSC) and identifies key antecedents and mechanisms shaping consumer purchase decisions. Our preliminary findings identify three categories of antecedents, streamer-related factors, technology-related features, and prior consumer behavior, which influence purchase outcomes directly and indirectly through four mechanisms: relational, evaluative, trust-based, and self-related processes. These effects further vary across consumer characteristics and situational conditions. Overall, the findings suggest that consumer decision making in LSC is socially embedded, cognitively evaluated, trust-driven, and self-relevant. Building on this synthesis and the TCCM framework, we outline directions for future research, including theoretical integration, broader contextual examination, construct development, and stronger methodological rigor.