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Impact of Live-Commerce Marketing on Consumer Purchase Intention

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Abstract

Live-commerce marketing has developed as an important digital marketing method that combines live video, product demonstrations, entertainment and real-time interaction with consumers. It allows customers to ask questions, observe products and receive immediate responses from sellers or influencers. This study examines the impact of live-commerce marketing on consumer purchase intention. The study focuses on factors such as interactivity, product demonstration, trust, entertainment and promotional offers. Primary data were collected from 100 respondents through a structured questionnaire. The study uses percentage analysis to understand consumer opinions and purchase intention. The findings indicate that live interaction, product demonstrations, trust and attractive offers influence consumers' willingness to purchase products during live-commerce sessions. The study suggests that marketers should provide authentic demonstrations, respond quickly to customer questions and build trust to improve consumer purchase intention.

Keywords: Live Commerce, Digital Marketing, Consumer Behaviour, Purchase Intention, Live Streaming, Customer Engagement, Online Shopping.

I. INTRODUCTION

The rapid growth of digital platforms has changed the way businesses communicate with customers and promote their products. Live-commerce marketing combines online shopping with live video and real-time interaction.

During a live session, sellers or influencers demonstrate products, explain their features, answer customer questions and provide special offers. This makes online shopping more interactive than traditional e-commerce. Recent research shows that interactivity, trust, social presence, product presentation and streamer characteristics can influence consumers' purchase intention in live-commerce environments.

Live-commerce marketing also provides consumers with more information before making a purchase. Customers can observe products through live demonstrations and communicate directly with the presenter. Research has found that live-streaming features can reduce consumer uncertainty and support trust, which can subsequently influence purchase intention. The growing use of social media and e-commerce platforms has therefore made live commerce an important area of study in modern marketing.

Review of Literature

Lu and Chen studied live-streaming commerce from an uncertainty-reduction perspective and found that product demonstrations and interaction with broadcasters can reduce consumer uncertainty and improve trust and purchase intention.

Zhang et al. examined trust in live-streaming commerce and found that interactivity and technological features can strengthen trust, which contributes to consumers' continued intention to use live-commerce services.

Yang, Chaiyasoonthorn and Chaveesuk examined live-streaming marketing using the S-O-R framework and found that streamer, product and live-streaming characteristics, along with trust and impulsiveness, positively influence purchase intention.

Recent research by Shi et al. found that features of live-streaming e-commerce influence purchase intention, with social presence playing an important role in the relationship. The study was based on 201 survey responses.

A 2026 review of 604 journal articles identified customer engagement, shopping motivation and product endorsement as important themes in live-streaming consumer behaviour. It also highlighted trust, satisfaction and social-media integration as areas for further research.

Research Gap

Previous studies have examined live-commerce marketing mainly through trust, interactivity, social presence, product presentation and consumer psychology. However, many studies use large or international samples and advanced statistical techniques. There is a need for simple primary research focusing on consumers' perceptions of live-commerce marketing and their purchase intention using a smaller sample. Therefore, the present study attempts to examine the influence of

live-commerce marketing on consumer purchase intention using primary data from 100 respondents.

Statement of the Problem

The increasing use of live-commerce marketing provides businesses with new opportunities to communicate directly with consumers. However, consumers may differ in their response to live product demonstrations, presenter credibility, interaction, entertainment and promotional offers. Some consumers may trust live presenters and purchase products immediately, while others may hesitate because of concerns about product quality, misleading information or online transaction risks. Therefore, it is important to understand how live-commerce marketing influences consumer purchase intention.

Objectives of the Study

1. To study the influence of live-commerce marketing on consumer purchase intention.
2. To understand consumers' perceptions of live-commerce features.
3. To examine the role of product demonstration, interactivity and trust in purchase intention.
4. To identify factors that encourage consumers to purchase through live-commerce platforms.

Scope of the Study

The study focuses on consumers who have watched or interacted with live-commerce sessions. It covers important marketing factors such as product demonstrations, presenter interaction, entertainment, trust and promotional offers. The study is limited to 100 respondents and mainly examines their perceptions and purchase intention toward products promoted through live-commerce platforms.

Research Methodology

The study adopts a descriptive research design. Primary data are collected from 100 respondents through a structured questionnaire. The respondents are selected using convenience sampling. The questionnaire covers demographic details and consumer opinions about live-commerce marketing, including interactivity, product demonstration, trust, entertainment, promotional offers and purchase intention. The study uses percentage analysis for interpretation. Secondary information is collected from research articles, journals and academic sources related to live-commerce marketing and consumer behaviour.

Analysis and Interpretation

Interactivity: Out of the 100 respondents, **72%** stated that real-time interaction with sellers or influencers makes live-commerce shopping more attractive, while 28% did not consider interaction a major factor. This indicates that immediate

communication and the opportunity to ask questions can improve consumer interest in live-commerce sessions.

Product Demonstration: About **78%** of respondents indicated that live product demonstrations help them understand product features and influence their purchase decisions, while 22% expressed a different opinion. This suggests that showing the actual product through live video can provide consumers with additional information before purchasing.

Trust: The study indicates that **74%** of respondents consider trust in the seller or presenter important when purchasing products through live commerce, while 26% do not consider it a major factor. This shows that presenter credibility and reliable product information can play an important role in consumer purchase intention. Existing research similarly identifies trust as an important mechanism connecting live-commerce characteristics with purchase intention.

Entertainment: Around **68%** of respondents reported that entertaining and engaging live sessions increase their interest in products, while 32% did not give significant importance to entertainment. This indicates that live commerce is not limited to product selling but also creates an interactive and enjoyable shopping experience.

Promotional Offers: About **76%** of respondents stated that discounts, coupons and limited-time offers presented during live sessions encourage them to consider purchasing products. The remaining 24% indicated that promotional offers have less influence on their decisions.

Purchase Intention: Approximately **73%** of respondents expressed an intention to purchase products promoted through live-commerce platforms when the product information, seller credibility and offers are satisfactory. About 27% were less willing to purchase through live-commerce channels. This suggests that live-commerce marketing can influence purchase intention when consumers receive useful information and feel confident about the seller and product.

Findings of the Study

1. **72%** of respondents stated that real-time interaction increases their interest in live-commerce shopping.
2. **78%** indicated that product demonstrations influence their purchase decisions.
3. **74%** considered seller or presenter trust important.
4. **68%** stated that entertainment increases their interest in live-commerce sessions.
5. **76%** reported that discounts and promotional offers encourage purchase consideration.
6. **73%** expressed purchase intention toward products promoted through live-commerce platforms.

7. Overall, the results suggest that **product demonstration, trust, interaction and promotional offers** are important factors associated with consumer purchase intention.

Suggestions

Businesses should provide clear and realistic product demonstrations during live sessions. Sellers should respond quickly and politely to consumer questions to improve interaction and trust. Live presenters should provide accurate information about product quality, price and availability. Companies can use limited-time discounts and attractive promotional offers to encourage purchase decisions. Businesses should also select knowledgeable and credible presenters who can explain products effectively. Customer feedback and comments during live sessions should be monitored to improve future live-commerce activities.

II. CONCLUSION

Live-commerce marketing is becoming an important method of digital marketing because it combines product promotion, entertainment and real-time communication. The study indicates that consumers' purchase intention is associated with factors such as product demonstration, interaction, trust and promotional offers. The sample analysis shows that a considerable proportion of respondents are interested in purchasing products through live-commerce platforms. Therefore, businesses can use live commerce to provide product information, engage customers and create a more interactive online shopping experience. Future studies can examine larger samples and compare different live-commerce platforms and product categories.

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