

A Systematic Literature Review on Technological Factors Influencing Trust in Live-streaming Shopping in China

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Abstract:

This study identified the influence of "IT affordance" factors like "visibility, meta-voicing, and personalisation" on customer trust in the context of Chinese live-streaming shopping. A systematic literature review approach is followed in this study by reviewing twenty peer-reviewed journal articles associated with IT affordance factors, utilitarian and hedonic value and customer trust in live-streaming shopping. The results show that visibility, meta-voicing and personalisation have a positive impact on the utilitarian and hedonic value that enhances customer trust through live visualisation of products, seamless interaction with streams in live chat and personalised services as customers need in the context of live-streaming shopping in China.

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INTRODUCTION

Currently, the high popularity of e-commerce has driven the demand for live-streaming shopping in China. Live-streaming shopping in China has turned into an exclusive platform where sellers engage potential buyers through live broadcasting videos and games on different social media networks, for example, Douyin or TikTok (Xiao & Fu, 2024). Live-streaming shopping has many benefits that traditional e-commerce does not offer to Chinese customers, with vivid product information displays being the most prominent example, such as virtually experiencing the products through try-on sessions (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). The hosts, like retailers and influencers, also demonstrate the practical usage of products to simulate the real-life experiences of the customers during live-streaming shopping, which is a major advantage over traditional online shopping in China.

As per Figure 1 above, the key assistances of live-streaming shopping include the accessibility of exclusive discounts, which was preferred by 35% of respondents; 33% of members decided that live-streaming shopping is a foundation of motivation and thoughts, and 31% of participants stated that live-streaming shopping allows to make more information buying decisions during a survey (Yltävä, 2025). Live-streaming e-commerce allows customers to interact with retailers or influencers in real-time, show detailed product information from different angles, maintain engagement, and inspire impulsive purchases in China (Liu, 2024). Behind all this is that Chinese live-streaming shopping gives customers about 2,509 yuan per year (Ma, 2024). It can be noted that the demand for live-streaming shopping is increasing because of several advantages like high engagement, a sense of trust, live product demonstration, community building, and so on. By 2026, the live-streaming e-commerce market in China is expected to reach 8.16 trillion yuan, while in 2023, the live-streaming e-commerce market in China will reach 5 trillion yuan (Ma, 2024). It can be assumed that the live-streaming market is growing in China, driven by a strong influencer culture, highly developed mobile payment infrastructure, and the interactive nature of live streams that foster trust and engagement among customers. Due to trust development and

seamless transition, live-streaming shopping influences the ability to purchase products directly from the platforms while watching live streams. Technological capabilities of “IT Affordance theory”, like “visibility, meta-voicing and personalisation”, can be applied in this research to influence customers' faith and buying process in “live-streaming shopping” in China.

In the context of existing traditional e-commerce shopping, a trust issue has been created among customers due to information asymmetry, false reviews, poor quality, unethical advertising, and poor product evidence in China. “Traditional online shopping” includes problems like asymmetric information, which can cause market failure (Arbi et al., 2017). In addition, a lack of interaction and static product display are other disadvantages of traditional online shopping, which lead to insufficient trust among customers (Chen et al., 2020). Temu, a Chinese e-commerce giant, has been criticised for its product quality (Rebel, 2024). Customers have faced a few issues with traditional online shopping, such as asymmetric information, lack of real-time interaction, less engaging experience, limited product image and information, and slower sales cycles (Saputra & Fadhilah, 2022). In this manner, customers have to rely on the static images of products and descriptions in traditional online shopping, which leads to uncertainty and low trustworthiness. These types of challenges in traditional online shopping have imposed a challenge of low trust among the customers, which has led to low satisfaction levels.

Aims

The aim of this research is to analyse how IT Affordance influences trust in live-streaming shopping in China.

Objectives

- To explore the factors of IT Affordance that impact customers' trust in live-streaming shopping.
- To discover the impact of IT affordance variables on the Utilitarian Value and Hedonic Value of customer trust
- To understand the mediating role of IT affordance in developing trust among Chinese customers in live-streaming shopping

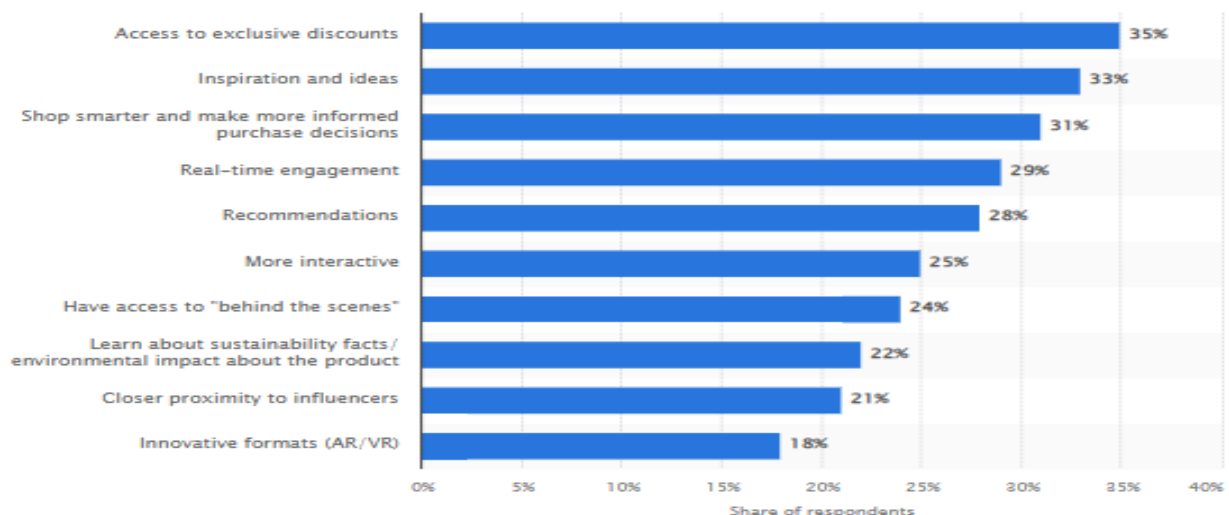


Figure 1: perceived benefits of live-streaming shopping
(Source: Yltävä, 2025)

LITERATURE REVIEW

Impact of Visibility to Enhance Customer Trust in Live-Streaming Shopping

Visibility is one of the critical roles in “live-streaming shopping”, and it increases awareness of products and brands in real-time through interactive video demonstrations. With the help of visibility, the customers can understand the core features of products that drive trust and encouragement, including positive purchase decisions. Visibility allows customers to experience products in real time, directly influencing their purchase intention. As per Driediger and Bhatiasavi (2019), visibility, as a part of the “technology acceptance model”, influences the acceptance or rejection of e-commerce grocery shopping. 'Visibility' refers to the ability to see products digitally, creating a sense of engagement and immersion in live-streaming shopping. Visibility leverages the accessibility to view actual products with features that highly influence buying behaviour in the event of “live-streaming shopping” platforms. The lack of qualitative analysis is a key limitation of this study, as is the low sample size of the respondents. On the contrary, Wu and Huang (2023) argued that visibility affordance helps customers satisfy their needs with visible product information in the context of live-streaming shopping. Customer buying behaviour is completely impacted by visibility affordance. In other words, existing literature showed that visibility allows customers to enhance product knowledge through high-quality videos and images during live-streaming shopping. This study emphasised customer engagement with a key focus on visibility that positively influences engagement and trust as well as customer buying behaviour in the context of “live-streaming shopping” platforms. Small-sample data, including statistical data, is a key limitation of this study.

Impact of Meta-Voicing to Enhance Customer Trust in Live-streaming Shopping

As per Wang et al. (2024), the need of the clients to discover insightful information about their target goods is fulfilled by meta-voice affordance. In addition to that, the existing literature also denotes that meta-voicing allows users to post comments during live-streaming shopping. Meta-voicing is a key factor of IT affordance, which establishes a direct communication between streamers and customers that influences purchase intentions on live streaming activities. The lack of transactional data is a limitation of this study investigating customer purchase behaviour in “live-streaming shopping”. On the contrary, Dong and Wang (2018) argued that “meta-voicing” improves interaction between sellers and buyers by rating each other and providing feedback in “live-streaming shopping”. Meta-voicing allows customers to share practices and interactively express opinions with a wider audience. In this manner, the interactivity of buyers with sellers is contributed to by meta-voicing affordance. Moreover, meta-voicing influences customer trust through transparent communication with the streamers regarding the features and usability of the target products. With the help of meta-voicing, the customers can ask the streamers questions in a real-time conversation. Lack of generalisation is a key limitation of this study, and a longitudinal study can fill this research gap.

Impact of Personalisation to Enhance Customer Trust in Live-Streaming Shopping

As per Khoi et al., (2023), personalisation influences impetuous buying conduct among the customers in live-streaming. Existing literature also perceived that personalisation is a significant social stimulus that influences customers' buying behaviour by providing personalised information throughout “live-streaming shopping”. It can be assumed that personalisation influences the “purchase intention of customers in live-streaming shopping”, which relies on the interaction between influencers and customers. Personalisation is one of the significant affordances that affect customers' buying intention during “live streaming” by providing personalised services. Lack of focus on the relationship between stimuli and impulses is a key limitation of this study. On the contrary, Wang et al. (2024) argued that customers can obtain more knowledge through personalisation affordance to feel a stronger association with the “streamer in live-streaming shopping”. In this manner, the brand attachment is positively influenced by personalisation. This research also perceived that a robust emotional association between

brands and customers could be established by personalisation affordance. Existing literature shows that personalisation affordance satisfies the needs, interests, and goals of the customers in “live-streaming shopping platforms”. This study has a low focus on any specific live-streaming shopping platform and a limited sample size.

Relationship between IT Affordance and Utilitarian Value to Enhance Customer Trust

As per Cai et al. (2018), utilitarianism refers to the influential, functional, and practical values that explain 'shopping trips' disclosed by customers. This study also highlighted that utilitarian value emphasises cost reductions and convenience for usefulness. In live-streaming shopping, utilitarian value helps the customers evaluate required products in order to satisfy any particular need. Utilitarian value refers to the functional aspects of an online purchase, such as finding high-quality products, and efficiency. Grounded on the existing literature, the “utilitarian value” in “live streaming” refers to the usefulness or practical benefits by which a consumer can gain information and make decisions for fulfilling a need beyond just entertainment. On the contrary, Fu and Hsu (2023) argued that utilitarian values influence consumers to buy impulsively. It can be analysed that utilitarian value in live streaming helps customers compare quality and prices across different dealers to make an informed purchase decision. The limited sample size of the population in an online survey is a key limitation of this study. Similarly, the study of Wu and Huang (2023) highlights that utilitarian values refer to the degree to which a consumer can explore the price, features, and quality of a product as per assumed utility and requirement. The existing literature shows that utilitarian value promotes the authenticity of prices that reduce uncertainty and increase the interest of customers in live-streaming shopping. The lack of focus on the regional differences in customer purchase behaviour is a key limitation of this study.

Relationship between IT Affordance and Hedonic Value to Enhance Customer Trust

According to Wu and Huang (2023), hedonic value refers to the gradation of pleasure, excitement, and pleasure experienced by the customers during live streaming. The existing literature perceived that hedonic value helps customers reach an emotional state of pleasure and excitement while shopping “live streaming”. Moreover, this pleasure and enjoyment continuously motivate the customers to watch live streaming with a sense of immersion. Hedonic value offers an entertainment element in live-streaming shopping that increases customer engagement because of pleasure and emotional satisfaction. Besides that, a sample size population of young students is a key limitation of this study in analysing customer behaviour in “live-streaming shopping”. On the contrary, Cai et al. (2018) argued that “hedonic” motivation has a positive association with celebrity-based intention in live streaming. It can be stated that popular streamers and influencers influence the buying performance of clients on “live-streaming shopping” platforms. As a result, trust is generated among customers through interacting with celebrities and influencers in the context of live-streaming shopping. Fu and Hsu (2023) perceived that hedonic value refers to positive feelings and emotions that directly influence enjoyment as a core shopping experience in the context of live streaming. The hedonic value positively influences the urge to buy thoughtlessly among the customers in “live-streaming shopping”. Lack of focus on the actual impulse purchasing behaviour is a key limitation of this study.

Importance of Customer Trust on Purchase Intention in Live-Streaming Shopping

According to Cai et al. (2018), trust is a key determinant that plays a vital part in the association between community members, broadcasters, and products. This study additionally analysed the mediating role of the guanxi business culture that emphasises trust, personal connections, and respect. Based on the principle of Trust Transfer Theory, this literature also highlighted that an immersive personal connection with influencers and brands influences customer trust. In live streaming, the influencers or streamers develop strong connections with viewers that further influence trust in the buying decision-making procedure of any product. Customer trust in live streaming is positively impacted by friendly interaction with streamers, Q&A sessions, and games. On the other hand, Li et al. (2018) argued that trust in “live streaming” is categorised into two segments: celebrity trust

and platform trust. It can be identified that customer trust is very significant for adopting “live streaming” to progress the relationship between broadcasters and the community. In order to influence the purchase intention of the customers, the influencers and sellers are required to focus on the trust-building process. This study's lack of qualitative analysis is a key limitation because it only focused on survey findings. Moreover, trust positively influences the online shopping experience due to both the “utilitarian and hedonic value” of the products. Wu and Huang (2023) perceived that both utilitarian and hedonic values positively impact the development of trust in live-streaming shopping. As a result, the customers are influenced to make purchase decisions.

Theoretical Underpinning

IT Affordance Theory refers to 'action possibilities' by technological implications that influence how users interact with it based on its design. IT affordance is defined as a theory which explains how technology offers users a certain action possibility that influences behaviours and interactions within a digital environment. Likewise, it shows how users see and use technological facilities to attain certain objectives (Wang et al., 2018). Regarding the merits of IT affordance theory, visibility can create trust in live-streaming shopping by showing detailed product images from diverse angles, meta-voicing can build trust by establishing communication between buyers and sellers, and personalisation can build trust by emphasising tailored content, features and functionality to individual customers based on their data, behaviour and preferences in “live-streaming shopping”. On the contrary, Li et al. (2023) examined the contribution of affordance theory to improve user behaviour and perceptions of customers. This study shows that the affordance theory positively influences the customer's purchase decisions with the help of technological advancements, such as chatbots. However, primary data collection from the limited Taiwanese population is a key limitation of this study. IT affordance theory refers to the affordances of a technology by which the user's behaviour can be influenced (Saffanah et al., 2023). This study also found that product information is allowed by live-streaming shopping in a detailed manner as per IT Affordance theory, which creates trust among customers with feelings of being in the same location as the seller. This study only focused on Instagram to analyse live-streaming shopping and customers' purchase intentions, and the lack of focus on other platforms is a key limitation of this study.

Conceptual Model

Cai et al. (2018) suggested that the “utilitarian and hedonic” value of the products builds customer trust in the situation of “live-streaming shopping” and influences further engagement. As per Sun et al. (2019) highlighted that the variable of “IT affordance” like “visibility”, “meta-voicing” and “personalisation” have a direct impact on utilitarian and hedonic value, which positively influence customer trust in the context of “live-streaming shopping”. In other words, the dimensions of “IT affordance” can enhance the customers' purchase experience through dynamic videos of products, real-time interaction, and personalised services.

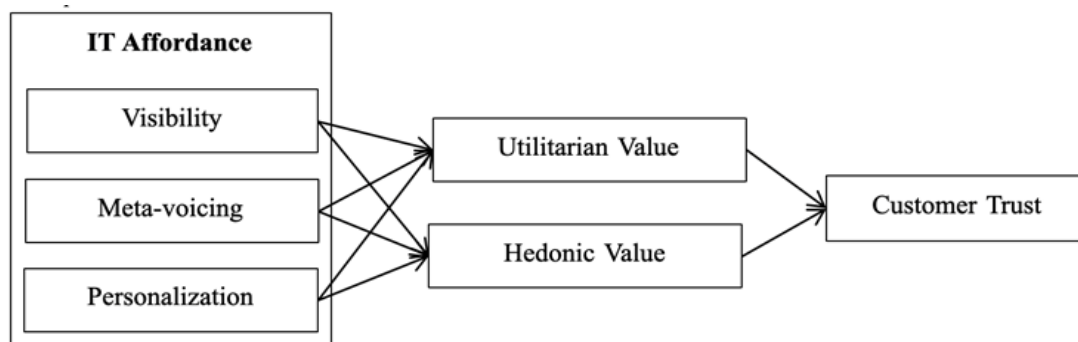


Figure 2: Conceptual Framework
(Source: Sun et al., 2019)

Literature Gap

This literature has identified different aspects of IT affordance linked to customer trust in the content of “live-streaming shopping”. One of the significant gaps in this literature is the lack of systematic analysis between customer trust and IT affordance theory. Apart from that, this literature heavily focuses on global live-streaming shopping platforms, and less focus on Chinese live-streaming is one of the major limitations of this literature. Moreover, this literature has a gap regarding multiple research findings through a symbolic analysis. Due to this, further systematic analysis is needed to understand different technological factors that influence customer trust in the context of Chinese live-streaming shopping.

METHODOLOGY

Systematic literature review employs a critically structured approach that focuses on transparency and replicability for selecting, identifying, and evaluating research. This study has followed a systematic literature approach to identify IT affordance factors that influence customer trust in live-streaming shopping. Systematic literature review refers to a systematic methodology to identify, evaluate, and interpret research findings in different fields (García-Peñalvo, 2022). The significance of this methodology includes an opportunity to analyse, interpret and evaluate findings of peer-reviewed journals, which mainly emphasise meta-voicing, visibility and personalisation. A Prisma model allowed the researcher to select the most relevant peer-reviewed journals based on “live-streaming shopping” in China.

In order to select articles, a keyword search strategy has been followed in this research which includes 'IT affordance' AND 'Visibility' AND “Meta-voicing AND Personalisation”, “Utilitarian value AND Hedonic value”, 'Trust' OR 'Customer trust', 'Live-streaming shopping in China' OR 'Chinese live-streaming shopping' AND 'Online shopping' OR 'Traditional shopping'. This study has included those articles that were published between 2019 and 2025, along with full-text availability. In addition to that, different perspectives have been influenced by the selection criteria of this research, such as the construction of customer trust with influencers, the influence of trust on clients' buying behavior, and the difference between traditional online shopping and live-streaming shopping.

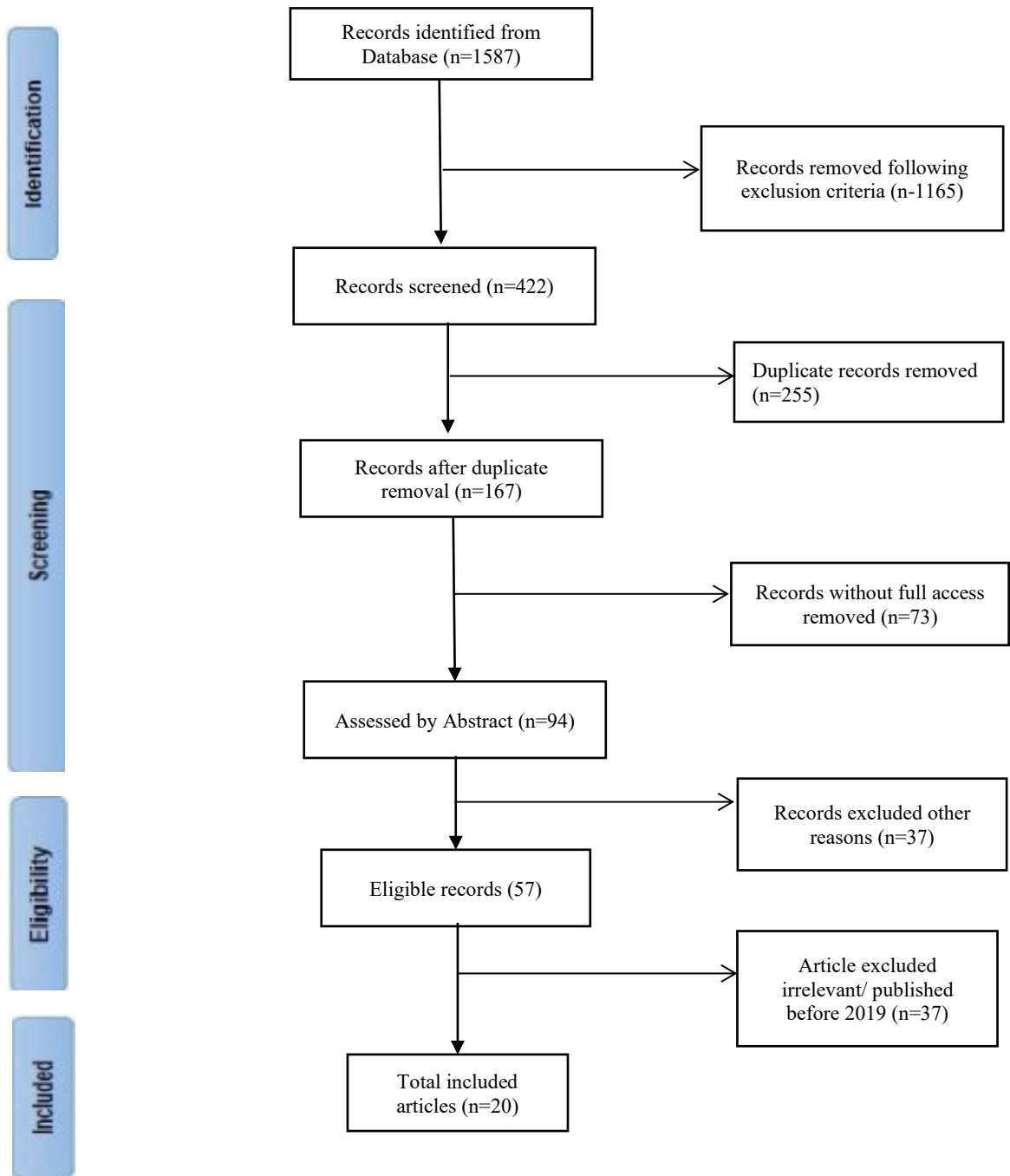


Figure 3: PRISMA Model

Table 1: Processing of Articles

Inclusion Criteria	Exclusion Criteria
Articles published after 2019	Articles published before 2019
Available in full-text and scholarly databases	Unavailable in full-text to any databases
Available in English language	Available in other languages except English

FINDINGS

Table 2: Summary of Articles

Author Name	Journal Name	Country of Study	Aim of the Study	Methodology	Sample Size	Design of the Study	Main Findings
Sun et al. (2019)	<i>Electronic Commerce Research and Applications</i>	China	To analyse in what way “live streaming” effects clients' buying intentions from an “IT Affordance” viewpoint	A survey method with SPSS 19.0 and SmartPLS3.0 statistical tools	504	This article followed Quantitative design	The findings show that “IT affordances” like “visibility affordance” and “meta-voicing” have important influences on customer purchase intention.
Zhang et al. (2023)	<i>Frontiers in Psychology</i>	China	To analyse the influence of “live-streaming shopping” on buyer's purchase intention over “social commerce” platforms	A survey method with Structural equation modelling (SEM)	434	This article followed Quantitative design	The findings show that “IT affordance in Live streaming shopping” upsurges the trust of clients because they experience live products.
Xiong et al. (2024)	<i>Journal of Human-Computer Interaction</i>	China	To analyse the relationship among IT affordances, purchase intention and consumer perception mediated by gender differences	A survey method with Structural equation modelling (SEM)	266	This article followed Quantitative design	This study found perception factors (consumers' trust and presence) are positively impacted by IT Affordances.
Yan et al. (2023)	<i>Journal of Retailing and Consumer Services</i>	China	To examine the impacts of IT affordances on engagement of customers	A survey method with PLS-SEM and fsQCA.	371	This article followed Quantitative design	This study found that IT affordances significantly promote customer engagement through perceived enjoyment and swift Guanxi.
Chandraaet al. (2024)	<i>Procedia Computer Science</i>	Indonesia	To discover the critical factors in a live stream influencing customers' Purchase Intention in social commerce	A survey method with structural equation modelling (PLS)	401	This article followed Quantitative design	This study perceived that meta-voicing affordance, Visibility affordance and Guidance Shopping affordance positively impact Purchase Intention and Immersion
Choi & Jeon (2022)	<i>Asia pacific Journal of Information Systems</i>	China	To analyse association amid “IT affordances” and assignation in “live commerce”	A survey method with SPSS 18.0 and AMOS 25.	428	This article followed Quantitative design	This study discovered that IT affordance, like trading, influences customer engagement in live-streaming shopping.
Putra & Hayadi (2024)	<i>Jurnal Ilmiah Ekonomi dan Bisnis</i>	Indonesia	To analyse the influence of “live streaming” on “impulsive buying” through a lens of immersion from the viewpoint of affordance	A survey method with Structural Equation Model-Partial Least Square (SEM-PLS)	200	This article followed Quantitative design	This study discovered that immersion, trading and meta-voicing positively impact impulsive buying on live-streaming shopping platforms, such as TikTok.
Hua et al. (2024)	<i>European Journal of Information Systems</i>	China	To analyse positive and negative aspects of “IT affordance” in “live streaming e-commerce”	Semi-structured interview with PLS-SEM	38	This article followed Quantitative and Qualitative design	This study found that interactivity, visibility and entertaining have a constructive influence, and source diversity and broadcasting have a negative impact on purchase intention.
Ma (2023)	<i>Heliyon</i>	China	To examine the effect of interactivity affordance (S) on the user stickiness	A survey method with SPSS24 and AMOS24	489	This article followed Quantitative design	This study found that the fulfilment of utilitarian and hedonic gratifications of consumers is essential for customer retention in a live-streaming context.

Table 2.2 (Continued): Summary of Articles

Author Name	Journal Name	Country of Study	Aim of the Study	Methodology	Sample Size	Design of the Study	Main Findings
Lu et al. (2023)	<i>Data Science and Management</i>	China	To analyse the impact of “live streaming affordances” on “swift Guanxi” between consumers and streamers	A survey method with SmartPLS 3.0	413	This article followed Quantitative design	The affordance of live streaming influences gift-giving and purchase intention through swift Guanxi.
Yu et al. (2023)	<i>Information & Management</i>	Global	To analyse the influence of “live-streaming platforms” on persuasion through a lens of affordance	A survey with SmartPLS 3	365	This article followed Quantitative design	This study found that synchronicity affordance helps direct users’ attention to the streamed content.
Wang et al. (2024)	<i>Electronic Commerce Research and Applications</i>	China	To examine the influence of “IT affordance” on buying intention in live commerce	A survey method with a PLS-SEM approach	396	This article followed Quantitative design	This study reveals that visibility and entertainment affordance positively influence purchase intention.
Wu & Huang (2023)	<i>Sustainability</i>	China	To analyse the aspects prompting the incessant buying intention of consumers in “LS e-commerce”	A survey method with AMOS26.0 and SEM approach	213	This article followed Quantitative design	Customer trust in streamers in “live shopping” is meaningfully prejudiced by “hedonic, utilitarian” and social values
Zhang et al. (2024)	<i>Heliyon</i>	Indonesia	To analyse buyers' buying intention throughout “live streaming” on social media	Questionnaire survey with SPSS AMOS	204	This article followed Quantitative design	This study found that utilitarian value has positive consumer trust in hedonic purchase behaviour.
Tan (2024)	<i>British Food Journal</i>	China	To analyse the importance of perceived value in influencing consumers' purchasing decisions	An online survey method with SmartPLS version 4.0	433	This article followed Quantitative design	This study found that the purchase intention of customers is positively impacted by utilitarian value.
Wu et al. (2023)	<i>Journal of Research in Interactive Marketing</i>	China	To analyse how consumers' experiential value is affected by high and low-social virtual live streamers.	Laboratory experiment by One-factor ANOVA analysis	116 (S1A), 122 (S1B), 240 (S2), 220 (S4)	This article followed Quantitative design	This study found that more perceived experiential value is positively influenced by high socialness.
Wang et al. (2022)	<i>Journal of Retailing and Consumer Services</i>	China	To analyse the influence of “live streaming” on purchaser buying intention of “hedonic” products	Online stimuli experiment with serial mediation analysis ANOVA	162	This article followed Quantitative design	This study found that hedonic production purchase intention is positively impacted by customer trust within live streaming.
Asante et al. (2024)	<i>Psychology & Marketing</i>	China	To analyse the motive of interactions between consumers and brands on live streaming through a perspective of psychology	A survey method with SEM and FsQCA methods	464	This study applied Quantitative and Qualitative design	This study found that convenience, brand awareness, and customer-brand relationship influence purchase intention in live streaming.
Lu et al. (2022)	<i>Journal of Electronic Business & Digital Economics</i>	China	To explore the factors that influence the gifting intention of customers on live-streaming	A survey method with SmartPLS	17	This article followed Quantitative design	This study found that the gifting intention of customers is positively impacted by content value and streamer attractiveness.
Guo et al. (2021)	<i>Internet Research</i>	China	To analyse the relationship between customer engagement and customer trust in live-streaming commerce	A survey method with PLS-SEM	422	This article followed Quantitative design	This study found that swift Guanxi positively mediates customer trust and engagement in live-streaming shopping.

ANALYSIS

In this section, different themes have been developed in order to identify the role of different IT Affordance factors in influencing trust in live-streaming shopping in China. In this manner, themes related to visibility, meta-voicing, and personalisation are developed, which influence “trust” in “live-streaming shopping” in China. Apart from that, this section also includes themes related to utilitarian value and hedonic value influenced by IT Affordance factors, with an impact on customer trust within live-streaming.

Impact of Visibility as IT Affordance Factor on Customer Trust in Live-Streaming Shopping

“Visibility affordance” permits the customers to obtain product info while watching in real-time within the “live-streaming shopping” because engagement arbitrates the effects of visibility affordance ($\beta = 0.04$, $p < 0.01$) (Sun et al., 2019). This study emphasised visibility, an influential IT affordance factor that improves the customers' shopping experience with higher visibility of the products, because the R-square of acquisition intention is 0.47. It can be analysed that visibility affordance influences trust among streamers and customers through high visibility in interactions. This study only focused on four live-streaming shopping platforms, which can be considered a key limitation. Another key limitation of this research is the lack of focus on product-related factors that influence “live-streaming shopping”. Instead, Zhang et al. (2023) argued that perceived risk and product ambiguity can be decreased by visibility affordance through the visualisation of live products with images and info in live streaming, as per data findings of “visibility affordance” ($\beta = 0.137$, $t = 5.179 > 1.64$). Therefore, customer trust is positively impacted by text descriptions, product photographs, transmitted visuals, and audio as core factors of interactions between customers and streamers within live streaming. This study showed that visibility affordance is significantly and positively related to trust by showing live products with detailed information. However, the lack of focus on customer purchasing patterns is a key limitation of this study.

In traditional e-commerce, products are described by texts and images, but products are displayed in real-time videos in “live-streaming” that influence purchasers' buying intention, as R^2 is 40.41% (Xiong et al., 2024). It can be seen that “customer trust” is positively affected by live videos and visible demonstrations of the artefact by the streamers on different “live-streaming shopping” platforms. The customer feels confident in social relationships by watching the multiple angles of a product in real-time, unlike traditional e-commerce, which only offers content and images of products. On the contrary, Yan et al. (2023) argued that visibility affordance influences possibilities to purchase decisions by trustworthy live broadcasting of products with high-quality video streaming because of its p-value ($\beta = 0.238$). It can be analysed that perceived enjoyment by visibility affordance may directly enhance customers' trust with positive purchase intentions. Founded on the results of this study, visibility affordance enhances customer trust in live-streaming shopping through two-way communication within the “live-streaming shopping” platforms. This research only focused on a cross-sectional approach to analyse customer engagement in live-streaming shopping, and the lack of a multi-point longitudinal design or experimental research design is a key limitation of the study.

Impact of Meta-voicing as IT Affordance Factor on Customer Trust in Live-Streaming Shopping

The engagement between purchasers and vendors is positively impacted by meta-voicing affordance in “live-streaming e-commerce” platforms due to a p-value of $\beta 0.283$ (Chandra et al., 2024). Therefore, buyers and sellers rating one another is facilitated by the meta-voicing affordance throughout their interaction by offering product feedback. Meta-voicing affordance facilitates the interpretation of product-linked information and the determination of transaction problems, which enhances trust in “live-streaming shopping” platforms. Moreover, “meta-voicing” has a constructive impact on purchase intentions by enhancing customer trust through transparent communication with the streamers within “live-streaming shopping”. However, the limited respondents is a key limitation of this study due to time constraints. Similarly, Choi & Jeon (2022) also stated that the level of buyer-seller interaction is enhanced by meta-voicing affordance in live-streaming shopping. Along with this part, the customers get answers to their questions related to product information through live streaming, which positively

impacts trust. As a result, customer engagement and trust are enhanced by meta-voicing affordance within the context of live-streaming shopping. Customers feel a warm and friendly impression when meta-voicing affordance encourages buying intentions on “live-streaming shopping platforms”, which is lacking in contemporary e-commerce platforms. The transversal result is a key limitation of this study due to cross-sectional research.

Direct communication between streamers and customers has been significantly impacted by meta-voicing affordance that influences comfort and attention because the p-value is 0.000, inferior to 0.05 (Putra & Hayadi, 2024). Along with this finding, in “live-streaming shopping”, meta-voicing affordance allows the customers to ask questions in the live chat that positively impact the trust and buying intention. This study also found that a feeling of immersion is significantly and positively impacted by meta-voicing during live streaming. This study found that meta-voicing includes a positive interaction between streamers and customers that positively drives impulsive buying decisions. This study only focused on TikTok, and the lack of focus on other live-streaming platforms is a key limitation of this research. On the contrary, Hua (2024) argued that traditional e-commerce does not offer a live chat facility provided by live-streaming shopping as per meta-voicing affordance. In this manner, customer trust is positively impacted by meta-voicing affordance, allowing customers to collect different information about the product through live communication with the streamers. This study found from qualitative and quantitative studies that customers' vicarious learning processes are positively influenced by “IT affordance in live-streaming shopping”.

Impact of Personalisation as IT affordance Factor on Customer Trust in Live-Streaming Shopping

Customer trust is impacted by personalised shopping experiences through enjoyment and pleasure (Ma, 2023). It can be found that streamers have extensive knowledge about their followers in order to provide a personalised service through live-streaming shopping. Moreover, personalised interactions in live streaming have an optimistic and important association with customer trusts that influence impulsive buying behaviour. In order to fulfil customers' needs, personalisation affordance plays an essential role. Lack of focus on other affordances on customer stickiness is a key limitation, and lack of IT affordance dimensions is another limitation of this study. On the contrary, Lu et al. (2023) argued that streamers provide personalised guidance services in “live-streaming shopping” platforms. This study displays that guidance shopping 0.2472, $p < 0.001$, has a confident influence on the customers' buying intention. Therefore, by establishing swift Guanxi, personalised affordance influences the buying behaviour of Chinese consumers within live-streaming shopping platforms. Moreover, personalised interaction between streamers and customers also fulfils personal needs and queries throughout live streaming regarding gift-giving and purchase decisions. This study considered Swift guanxi but does follow other mediators that influence IT affordance for purchase decisions in “live streaming”.

Additionally, Yu et al. (2023) specified that a consequence of personalised appeal is created by sensing a personal touch. This study shows that personalised contact is a significant motivational affordance that influences customer buying decisions. Moreover, persuasion-related affordances have a positive relationship with personalisation affordance in the event of “live-streaming shopping”. One of the key limitations of this research is the lack of focus on “live-streaming shopping” rather than political engagement intention analysis. The lack of integration of live-streaming shopping platforms is another limitation of this study because it only focuses on Facebook and YouTube. The study of Wang et al. (2024) revealed that perceived personalisation has a positive impact on trust among younger customers associated with behavioural intentions. This study found that perceived diagnosticity has a positive influence on purchase intention through a lens of cognitive and affective aspects ($\beta = 0.347^{**}$, $p < 0.01$). It can be evaluated that consumer behaviour in live-commerce is positively impacted by perceived diagnosticity through providing personalised services to the customers. Moreover, the relationship between purchase intention and IT affordance can be enhanced by the perception of the psychological connection with the

streamers. The lack of focus on advanced technologies like artificial intelligence (AI) and machine learning (ML) in the context of live commerce can be considered a significant limitation of this study.

Role of Utilitarian Value for Influencing Trust in Live-Streaming Shopping in China

“Utilitarian value” refers to the grade by which the price, structure, and eminence of a product in live streaming are constant through customers' anticipated utility and requirements (Wu & Huang, 2023). This article also perceived that “trust in streamers” is positively affected by utilitarian value ($\beta=0.331$, $p < 0.01$) as well as certainly enhances trust in goods ($\beta=0.313$, $p < 0.01$). It can be inferred that utilitarian value positively influences customer trust in “live-streaming shopping” platforms by fulfilling their wants and requirements regarding the product with price advantages. The lack of regional differences in consumers' willingness to purchase products from live-streaming shopping platforms is a key limitation of this study. On the contrary, Zhang et al. (2024) argued that the insight of practical aids like “ease of use” or “convenience” is indicated by the utilitarian value. This study also showed that “utilitarian value” and trust are positively related because the probability value is lower than 0.05, namely 0.000. Therefore, info and directional plan of the features are driven by “utilitarian value” in the event of “live-streaming shopping”, which influences customer trust. Moreover, customer trust is enhanced by utilitarian value because products displayed by streamers can actually satisfy the customer's needs. A low sample size population of 204 respondents is a key limitation of this study, and further study can fill this gap by selecting larger samples from different regions.

Utilitarian value indicates the overall evaluation of sacrifices and functional benefits (Tan, 2024). It can be noticed that utilitarian value includes more cognitive attitudes, such as convenience, value for money, and time-saving judgements. The findings of this study showed that utilitarian value had a positive effect on consumers' purchase intention ($\beta = 0.067$, $p < 0.01$). Thus, utilitarian value originated from brand-related information and perceived quality displayed in live-streaming shopping that influences the purchase intention. Lack of focus on other live-streaming platforms is a key limitation of this study because it only focused on TikTok. On the contrary, Wu et al. (2023) argued that consumers obtain utilitarian value when they engage with virtual streamers to complete shopping purchases in “live streaming”. The conclusions of this study showed that utilitarian value is enhanced by high-social virtual live streamers ($p = 0.003$). Thus, effective interaction with streamers greatly enhances the customer's utilitarian value. Lack of focus on social influences with other variables like patronage intention, willingness to stay, and approach behaviour is a key limitation of this study.

Role of Hedonic Value for Influencing Trust in Live-Streaming Shopping in China

“Live-streaming shopping” platforms can enhance the mental imaginary excellence of buyer trust in the event of hedonic products (Wang et al., 2022). This study found that hedonic products are certainly related to “customer trust” in “live-streaming shopping” ($M_{\text{hedonic}}=1.91$, $SD = 0.71$). It can be shown that hedonic value directly influences client trust in “live-streaming shopping” due to perceived enjoyment and mental satisfaction compared to traditional e-commerce. A scenario-based experiment is a key limitation of this study, as it did not fulfil ecological validity and generalizability. On the contrary, Asante et al. (2024) argued that the viewers enjoy a live session in a “live streaming e-commerce” as per hedonic value from the brand-related psychological engagement. Thus, hedonic value directly influences brand awareness among customers, which positively impacts trust and purchase intention. This study found that hedonic well-being has a positive impact on customer trust through “real-time customer service” and customer-brand-based relationships. The inclusion of cross-sectional data is a key limitation of this study, which requires longitudinal studies to discover the association between customer trust, buying intention, and hedonic value in live-streaming shopping.

Hedonic value is derived from enjoyment, entertainment, or fun, which is basically emotional and subjective (Lu et al., 2022). This study found that hedonic value was positively and significantly related to the gifting intention of the customers ($\beta = 0.203$, $p < 0.01$) in live streaming. It can be identified that perceived hedonic value creates

trust among the customers through an enjoyable and entertaining live product demonstration to make buying choices from “live-streaming shopping platforms”. The lack of a clear relationship “between independent and dependent variables” is a key limitation of this study. On the contrary, Guo et al. (2021) argued that the “hedonic value” of experience and pleasure encourages customers to share the experience with friends and relatives further and generate word-of-mouth behaviour. It can be evaluated that swift Guanxi has an optimistic association with the hedonic value of the clients in “live-streaming shopping” platforms due to enhanced trust and engagement. In this study, 51.20% of respondents were young adults who took part in the survey process, which indicated that the perceived trust and engagement of young customers are positively impacted by hedonic value in “live-streaming shopping”. The limited focus on fashion products is a key limitation of this study.

DISCUSSION

Table 3: Summary of Results

Author Name	Results
Sun et al. (2019)	Partial Supported
Zhang et al. (2023)	Supported
Xiong et al. (2024)	Supported
Yan et al. (2023)	Supported
Chandraaet al. (2024)	Supported
Choi & Jeon (2022)	Supported
Putra & Hayadi (2024)	Partial Supported
Hua et al. (2024)	Partial Supported
Ma (2023)	Supported
Lu et al. (2023)	Partial Supported
Yu et al. (2023)	Supported
Wang et al. (2024)	Partial Supported
Wu & Huang (2023)	Supported
Zhang et al. (2024)	Supported
Tan (2024)	Partial Supported
Wu et al. (2023)	Supported
Wang et al. (2022)	Supported
Asante et al. (2024)	Partial Supported
Lu et al. (2022)	Partial Supported
Guo et al. (2021)	Supported

The analysis of 20 articles has critically highlighted the influence of “IT affordance” factors like “visibility, meta-voicing, and personalisation” on customer trust through “utilitarian and hedonic value”. In most of the articles, customer trust is positively influenced by visibility affordance because the customers have high visibility of the products from diverse angles throughout the live-streaming broadcasting. Visibility affordance has a positive association with utilitarian and hedonic value in enhancing customer trust in “live-streaming shopping” in China. In the literature, Driediger and Bhatiasavi (2019) also highlighted that visibility affordance promotes a sense of immersion and engagement that enhances customer trust in the products, as demonstrated by influencers in “live streaming”. Therefore, it is evident that the streamers can enhance customer trust and purchase behaviours by focusing on the ultra-visibility of products, such as broadcasting in 4K video quality for increased hedonic value. The customer can visualise the virtual products in full high definition (FHD) through live streaming, which can increase engagement and trust. In conclusion, visibility affordance positively influences customer trust through hedonic value.

Constructed on the data examination, meta-voicing is a key IT affordance factor that influences customer trust by providing valuable insights and information about the product during live chat. Similarly, the literature shows that the interaction between sellers and buyers is enhanced by meta-voicing affordance in live streaming (Dong & Wang, 2018). The current study fills a research gap concerning the relationship between meta-voicing affordance and utilitarian and hedonic value. It can be discussed that immersion is positively associated with meta-voicing affordance, which enhances the customers' trust through utilitarian and hedonic values. The streamers must use different methods to address the customers regarding the product query with an enhanced focus on privacy concerns. In conclusion, meta-voicing affordance has a constructive association with “utilitarian and hedonic value”, which enhances customer trust and purchase intentions in “live-streaming shopping” in China.

Thus, personalisation affordance has a positive relationship with hedonic value that directly enhances customer trust in the streamers within “live-streaming shopping” in China. In contrast, in the existing literature, it has been found that personalisation affordance allows customers to obtain more knowledge in live streaming (Wang et al., 2024). The current study regarding the influence of personalisation on the hedonic value of customer trust fills a significant research gap. It can be discussed that more personalised services in “live streaming” enhance “customer trust” and impulsive purchasing behaviour. The streamers should create encrypted social groups to offer value-added personalisation services to enhance customer trust. In conclusion, data analysis showed that swift Guanxi has an imperative role in personalisation affordance in “live-streaming shopping” to fulfil the desires and requirements of customers in China.

As per data findings, utilitarian value refers to the functionality and real-life usability of the products shown in live streaming. Similar findings have been obtained from the literature by the research of Cai et al. (2018), which perceived instrumental, functional, and practical value associated with utilitarian value. Utilitarian value enhances customer trust by providing functional product values and a competitive pricing advantage. The streamers should provide exclusive deals and discounts throughout live streaming in order to enhance customer trust by expanding the utilitarian value. In conclusion, “utilitarian value” is connected with customer faith and buyer satisfaction in the event of “live-streaming shopping” in China.

Hedonic value significantly enhances customer trust through different IT affordance variables like visibility, meta-voicing, and personalisation. On the contrary, the literature showed that in live streaming, hedonic motivation has a positive relationship with celebrity-based intention (Cai et al., 2018). The current study found that “hedonic value” definitely affects brand-related psychological engagement in live-streaming shopping, which filled the literature gap. It can be discussed that hedonic value enhances customer trust through developing brand-user relationships and brand awareness in the “live-streaming shopping platform” in China. Thus, the streamers should collaborate with multiple brands in live-streaming to convey customers' queries directly to brand executives. In addition to that, streamers can enhance customer trust and impulsive buying behaviour by connecting brands with customers directly through live streaming. In conclusion, hedonic value has a significant relation with customers' perceived enjoyment, pleasure, and entertainment, which positively impacts customer trust in “live streaming” shopping.

CONCLUSION

In conclusion, this research identified the role of IT Affordance (technological) factors on customer trust in live-streaming shopping in China. This research aims to analyse how IT “Affordance influences” trust in “live-streaming shopping” along with utilitarian and hedonic values. Twenty articles have been analysed in a systematic literature review, which provided critical insights regarding the influence of visibility, meta-voicing, and personalisation on customer trust by providing utilitarian and hedonic value. This research clearly defined the difference between traditional shopping and live streaming, which had not been analysed in previous studies. This study also used the lens of IT affordance to discover customer perspectives on purchase intention in live-streaming shopping platforms in China. The findings of this study clearly showed the positive impact of IT affordance on customer trust and impulsive buying behaviour due to satisfactory utilitarian and hedonic values.

The results of the current study show a constructive association between IT Affordance and “customer trust” through providing high-quality visuals of products and transparent interaction between streamers and customers in live chat and personalised services. This research finding can help e-commerce brands influence customers' purchase behavior by collaborating with influencers regarding the promotion of their products on different live streaming shopping platforms in China. Social commerce influencers who want to adopt “live streaming” can consider the findings of this research for sales improvements. This study also includes limitations; firstly, this study focused on secondary evidence to conduct a “systematic literature review”, and the lack of primary data, like the perception of customers, is missing in this study. A primary quantitative analysis can fill this research gap. Secondly, this study only focused on 'customer trust' and avoided other variables like “customer engagement” and “buying intention” in “live-streaming shopping”. A future study can be undertaken to identify the influence of “IT affordance” on “customer purchase behaviour” in “live-streaming shopping” in China.

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