

# Exploring Live Selling in Social Commerce: A Systematic Review of Engagement Metrics and Sales Methods

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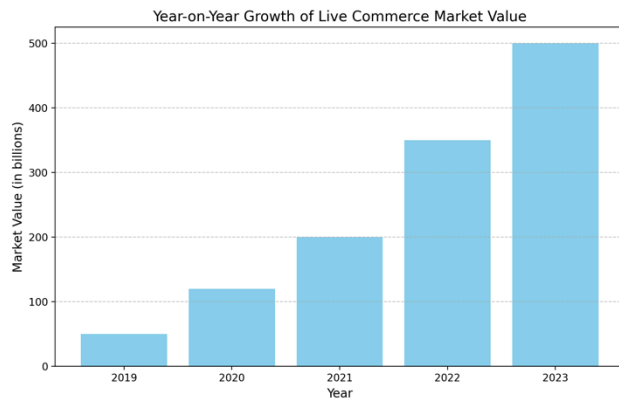
**Abstract.** Live selling has emerged as a transformative strategy within e-commerce, combining real-time interaction, entertainment, and social engagement to create a dynamic shopping experience. By integrating live video streaming with interactive elements such as product demonstrations, Q&A sessions, and viewer engagement, live selling has redefined the traditional shopping model. This study adopts a systematic literature review methodology, guided by PRISMA protocols, to explore the interplay between sales approaches and engagement metrics in live selling. The findings highlight that effective sales strategies in live selling include scarcity-driven promotions, interactive storytelling, and gamification, which drive immediacy and customer trust. Engagement metrics such as viewer retention rates, likes, comments, shares, and conversion rates are critical indicators of campaign success. These metrics not only measure audience interaction but also predict behavioral outcomes like purchase intent and customer loyalty. Furthermore, this review synthesizes evidence showing that real-time interaction enhances transparency and social proof, while urgency-based techniques amplify impulse purchases. The study also identifies gaps in regional adaptations and longitudinal effects, emphasizing the need for culturally specific research and long-term impact assessments. By bridging theoretical frameworks and practical applications, this research offers actionable insights for e-commerce practitioners aiming to optimize their live-selling strategies and academics seeking to advance knowledge in this evolving field. The results underscore live selling's potential to reshape consumer behavior and drive growth in the digital commerce ecosystem.

**Keywords:** *live selling, social commerce, engagement metrics, sales approaches, customer behavior.*

## Introduction

Live selling has rapidly become a pivotal strategy in the e-commerce landscape, merging entertainment, interactivity, and social engagement to create a dynamic shopping experience. Unlike traditional online shopping, which relies primarily on static product listings and customer reviews, live selling introduces real-time video presentations often hosted by charismatic sellers or influencers. These sessions showcase products and encourage immediate interaction and purchasing decisions, transforming passive browsing into an immersive, participatory experience. This phenomenon has gained substantial traction globally, driven by advancements in streaming technology, the proliferation of social media platforms, and the rising consumer preference for personalized shopping experiences. The significance of live selling is underscored by its impressive market impact. A 2023 report by Statista estimated that the live commerce market would reach \$600 billion globally by the end of 2023, with China leading the trend, contributing over 60% of this value. Live selling accounted for 20% of e-commerce sales in the United States in 2022, signaling its growing popularity across diverse consumer markets. Furthermore, a survey conducted

by McKinsey & Company revealed that live selling increases conversion rates by 10-20% compared to traditional e-commerce methods, while the return rate of purchases remains significantly lower. These figures highlight the transformative potential of live selling in reshaping consumer purchasing behavior and optimizing business outcomes for retailers.



Live selling is a subset of the broader social commerce trend, where social media platforms double as marketplaces. Platforms like TikTok, Instagram, and Facebook have integrated live-selling features, allowing businesses to leverage their vast user bases. In Southeast Asia, for example, platforms like Shopee Live and Lazada Live have experienced exponential growth, with reports indicating that live selling now accounts for 30% of total e-commerce sales in the region (Forrester Research, 2023). These platforms' success underscores the symbiotic relationship between social connectivity and e-commerce innovation.

There were some notable previous research about the impact of live selling in e-commerce marketplace that influences consumer behaviour. Wongkitrungrueng et al. (2020) explored how sellers use live streaming to build relationships and trust with their audience, emphasizing the role of authenticity and transparency. Building trust and fostering community during live sessions can lead to higher customer retention. Huang & Benyoucef (2021) investigated the design features of social commerce platforms that facilitate live selling, including UI/UX, ease of navigation, and integrated social features which concluded that seamless design and intuitive user interfaces are critical for enhancing customer experience during live selling events. Social presence is also created through real-time interactions and community engagement affects consumer behaviour. Higher social presence correlates with stronger emotional connections, leading to increased sales (Li & Guo, 2022). Meanwhile, Chen & Wu (2022) explored how interactive elements in live-streaming sessions, such as real-time comments, Q&A, and influencer responses, impact customer engagement and purchase intentions. It shows that high interactivity levels positively influence engagement and conversion rates. Furthermore, Xu & Xu (2023) examined how live-stream-specific features (e.g., countdown timers, exclusive offers) trigger impulse buying behavior. They stated that visual cues and time-bound offers significantly increase impulse purchases. By addressing these gaps, a comprehensive study can be developed that examines live selling holistically, incorporating sales strategies and engagement metrics considerations.

The sales approaches in live selling differ significantly from traditional e-commerce practices. Sellers often adopt a blend of entertainment and persuasion, utilizing storytelling, product demonstrations, and limited time offers to create a sense of urgency. Hosts frequently employ gamification techniques such as giveaways, spin-the-wheel promotions, and interactive quizzes to engage audiences. Moreover, a strategic focus on building trust through authenticity and personal connection plays a critical role in fostering customer loyalty. The study will explore the effectiveness of these approaches and identify patterns that contribute to successful sales outcomes.

Engagement metrics serve as essential indicators of success in live selling. These include quantitative metrics such as viewership numbers, likes, shares, and comments, as well as qualitative measures like the depth of interaction during sessions. Defining and accurately measuring these metrics is crucial for assessing the effectiveness of live selling campaigns. For instance, high engagement often correlates with higher conversion rates, indicating the importance of maintaining active viewer participation throughout the

session. Understanding the interplay between sales approaches and engagement metrics is critical for determining their impact on customer behaviour and sales performance. This study will examine how elements like urgency-driven promotions and interactive content shape consumer decision-making processes. Additionally, the research will evaluate how these strategies influence key performance indicators such as conversion rates, average order value, and customer retention.

Therefore, this study aims to explore live selling through the lens of two pivotal dimensions: sales approaches and engagement metrics. The research focuses on addressing three key questions:

1. What sales approaches are predominantly used in live selling?
2. How are engagement metrics defined and measured?
3. How do these elements influence customer behavior and sales performance?

This research contributes to the growing body of literature on e-commerce by synthesizing insights from various studies on live selling. It provides actionable recommendations for practitioners seeking to optimize their strategies and academics aiming to understand the underlying dynamics of this emerging phenomenon. With the rapid evolution of social commerce, businesses increasingly require evidence-based guidance to navigate this competitive landscape. The findings of this study aim to bridge the gap between theoretical knowledge and practical application, empowering e-commerce stakeholders to enhance their live selling practices effectively.

## **Literature Review**

### **Live Selling in E-Commerce**

Live selling is an innovative e-commerce strategy that integrates live video streaming with interactive shopping experiences, reshaping how businesses engage with customers in real time. By enabling sellers to showcase products dynamically and interact directly with viewers, live selling creates a unique environment that fosters immediacy and trust. This approach combines traditional sales techniques with modern digital tools, leveraging real-time product demonstrations, question-and-answer sessions, and customer feedback to enhance buyer confidence and satisfaction (Chen et al., 2022). One of the key strengths of live selling is its ability to build trust through transparency and authenticity. Sellers can address customer queries instantly, provide detailed product explanations, and demonstrate usage, which reduces ambiguity and strengthens purchase intent (Wongkitrungrueng et al., 2020). Additionally, social proof, such as real-time viewer comments, likes, and purchase notifications, further enhances credibility and drives engagement (Xu & Wu, 2023). The immediacy of live selling also taps into consumers' emotions, creating a sense of urgency that can lead to impulse buying. Features like limited-time offers, countdown timers, and exclusive discounts are often integrated into live streams, amplifying the desire to act quickly (Li & Guo, 2022). Furthermore, the interactive nature of live selling nurtures a sense of community among viewers, turning shopping into a shared social experience (Huang & Benyoucef, 2021).

### **Sales Approaches in Live Selling**

Live selling employs various approaches to captivate audiences and drive sales, with three common tactics being scarcity, product demonstrations, and interactive selling. These methods leverage psychological principles and modern technology to create a compelling and engaging shopping experience. Scarcity tactics, such as limited-time offers and exclusive discounts, are integral to live selling. By creating a sense of urgency, sellers encourage immediate purchase decisions, reducing the likelihood of customers abandoning their shopping carts. Research shows that urgency-driven promotions can significantly increase conversion rates in live commerce, often exceeding those of traditional e-commerce channels (Xu & Wu, 2023). Product demonstrations are another cornerstone of live selling. Hosts showcase the features, benefits, and practical uses of items in real-time, providing customers with a clear understanding of the product's value. This approach reduces uncertainties that often deter online purchases, boosting consumer confidence and trust. Studies indicate that such live presentations can improve purchase intent by as much as 25% compared to static product listings (Chen et al., 2022). Interactive selling further distinguishes live commerce from other formats. Sellers directly engage with viewers through Q&A sessions, polls, and personalized recommendations, fostering a sense of connection and community. This interactivity enhances customer satisfaction and encourages repeat purchases by simulating an in-person shopping experience (Wongkitrungrueng et al., 2020). By combining these approaches, live selling not only increases sales but also builds stronger relationships between businesses and customers, redefining the dynamics of online retail.

## Engagement Metrics

Metrics such as viewer retention rates, likes, comments, shares, and conversion rates are essential indicators of customer engagement in live selling, reflecting the effectiveness of a seller's strategy and their ability to drive sales. These metrics serve as quantitative measures of audience interaction and purchasing behavior, offering actionable insights for optimizing live commerce campaigns. Viewer retention rates indicate how well a live-selling session holds the audience's attention over time. High retention often correlates with engaging content, a charismatic host, or relevant products, directly influencing purchase intent (Wongkitrungrueng & Assarut, 2022). Similarly, likes, comments, and shares provide insights into customer interest and their willingness to promote the content within their social networks. These metrics foster a sense of community and enhance the social proof that often drives impulsive purchases (Huang et al., 2021). Conversion rates are arguably the most critical metric, reflecting the percentage of viewers who transition from audience members to paying customers. Studies show that higher engagement metrics, such as frequent interactions and real-time responses to customer inquiries, positively impact conversion rates (Chen & Su, 2022). Additionally, share metrics amplify the reach of live-selling sessions, bringing in new potential customers and enhancing overall brand visibility (Li et al., 2023). Understanding these metrics not only allows businesses to evaluate the success of their live commerce strategies but also helps them refine content and delivery to better resonate with their audience, ultimately boosting sales and customer loyalty (Xu et al., 2023).

## Methods

### Research Design

This study employs a systematic literature review (SLR) methodology, guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. This approach ensures a transparent, rigorous, and replicable process for identifying, selecting, and analyzing relevant research, providing a robust foundation for deriving meaningful insights. The PRISMA guidelines emphasize a structured process for conducting systematic reviews, beginning with a clear research question and predefined inclusion and exclusion criteria. These criteria ensure that only studies directly relevant to the objectives of this research are considered, minimizing bias, and enhancing the reliability of the findings (Page et al., 2021). The review process is divided into four key phases: identification, screening, eligibility, and inclusion. During the **identification phase**, 200 relevant literature is gathered using a combination of keyword searches across multiple databases, such as Scopus, Web of Science, and Google Scholar. In the **screening phase**, duplicates are removed, and abstracts are evaluated to exclude irrelevant studies. Next, in the **eligibility phase**, full-text articles are assessed against the inclusion criteria to ensure they contribute directly to the research goals (Moher et al., 2009). Finally, the **inclusion phase** involves synthesizing data from the selected studies to address the research questions. By adhering to PRISMA guidelines, this study ensures methodological rigor and transparency, making it possible for other researchers to replicate the review or build upon its findings. This systematic approach not only strengthens the validity of the results but also enriches the body of knowledge on the topic.

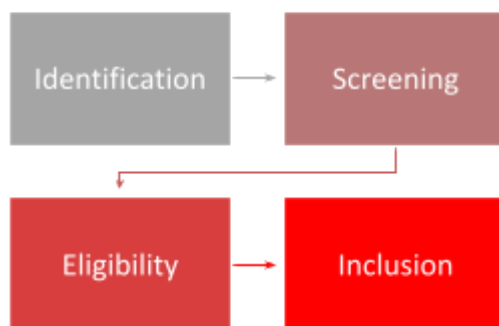


Figure 2. PRISMA Method

### Data Collection

This study draws data from multiple reputable academic databases, including **Scopus**, **Web of Science**, **PubMed**, and **Google Scholar**, ensuring a comprehensive and reliable foundation for the systematic literature review. These databases were selected for their wide-ranging coverage of peer-reviewed

articles, multidisciplinary focus, and robust indexing of scholarly works. **Inclusion criteria** were established to focus the review on the most relevant and recent studies. Specifically, peer-reviewed articles published between 2015 and 2024 were considered, reflecting the contemporary evolution of live selling in e-commerce. Articles were selected if they addressed topics related to live selling, sales approaches, or engagement metrics. This ensures the review encompasses the latest methodologies, findings, and trends in the domain, providing a nuanced understanding of the subject (Page et al., 2021). **Exclusion criteria** were implemented to maintain the study's relevance and rigor. Articles that were not directly related to e-commerce or lacked empirical data were excluded. This decision ensures that only studies offering practical insights or measurable outcomes are included, avoiding theoretical or tangential discussions that might dilute the focus (Moher et al., 2009). The rigorous application of these criteria ensures a focused, high-quality dataset that addresses the research questions effectively. By balancing comprehensiveness with relevance, this approach provides a solid basis for analyzing trends and deriving actionable insights in live selling, bridging the gap between academic research and practical applications.

### Analysis Framework

Thematic analysis was used to categorize findings into sales approaches and engagement metrics based on 200 database result that were processed by Phyton by mapping the relationship to create meaningful clusters. The language programming that is written below:

```
import pandas as pd
import numpy as np
from sklearn.feature_extraction.text import TfidfVectorizer
from sklearn.decomposition import NMF
import networkx as nx
import matplotlib.pyplot as plt

# Combine titles and abstracts for text analysis
data['text'] = data['Title'].fillna("") + ' ' + data['Abstract'].fillna("")

# Create TF-IDF vectorizer
tfidf = TfidfVectorizer(max_features=1000, stop_words='english',
                        ngram_range=(1,2))
text_matrix = tfidf.fit_transform(data['text'])

# Extract topics using NMF
n_topics = 5
nmf = NMF(n_components=n_topics, random_state=42)
topic_matrix = nmf.fit_transform(text_matrix)

# Get the top terms for each topic
feature_names = tfidf.get_feature_names_out()
top_terms_per_topic = []
for topic_idx, topic in enumerate(nmf.components_):
    top_terms = [feature_names[i] for i in topic.argsort()[::-10:-1]]
    top_terms_per_topic.append(top_terms)

# Create a graph
G = nx.Graph()

# Add nodes for topics
for i, terms in enumerate(top_terms_per_topic):
    G.add_node(f"Topic {i+1}", size=3000, color='lightblue')

# Add nodes for top terms and edges to topic
for term in terms[:5]: # Using top 5 terms per topic
    G.add_node(term, size=1000, color='lightgreen')
```

```

G.add_edge(f"Topic {i+1}", term, weight=1)

# Draw the network
plt.figure(figsize=(15, 15))
pos = nx.spring_layout(G, k=1, iterations=50)

# Draw nodes
node_sizes = [G.nodes[node]['size'] for node in G.nodes()]
node_colors = [G.nodes[node]['color'] for node in G.nodes()]
nx.draw_networkx_nodes(G, pos, node_size=node_sizes, node_color=node_colors, alpha=0.7)

# Draw edges
nx.draw_networkx_edges(G, pos, alpha=0.2)

# Draw labels
nx.draw_networkx_labels(G, pos, font_size=8)

plt.title("Thematic Map of Live Selling Research", fontsize=16, pad=20)
plt.axis('off')
plt.show()

# Print topic summaries
for i, terms in enumerate(top_terms_per_topic):
    print(f"\
Topic {i+1} key themes: ", ', '.join(terms[:5]))

```

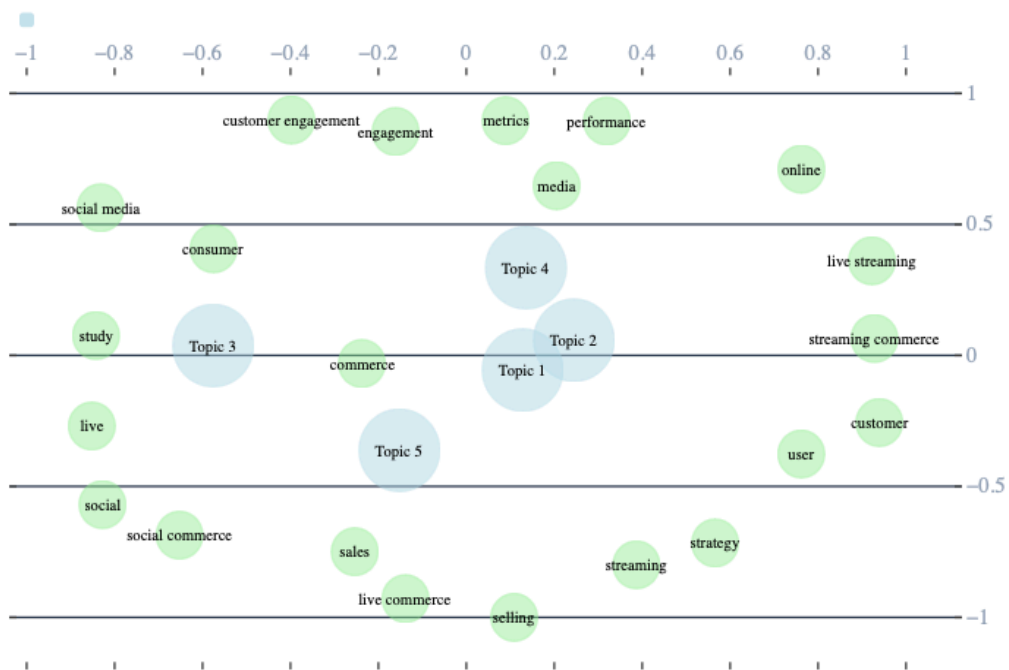


Figure 3 Thematic Analysis Result

The thematic map was successfully created by analyzing the dataset's titles and abstracts, extracting key topics using NMF (Non-Negative Matrix Factorization). It is a dimensionality reduction technique used to decompose a matrix into two smaller matrices with non-negative elements, often applied in text analysis to extract latent topics from a document-term matrix. The key themes for each topic are: Topic 1: streaming, live streaming, live, streaming commerce, commerce; Topic 2: sales, user, metrics, commerce, performance; Topic 3: social, social commerce, media, social media, commerce; Topic 4: customer, customer engagement, engagement, metrics, performance; Topic 5: live, social, social commerce, sales, live commerce, selling, strategy, user, customer.

engagement, study, online and Topic 5: customer, strategy, commerce, live commerce, and selling. Furthermore, Topic 2 is the most cited with 3320 total citations. This topic focuses on: sales, user, metrics, commerce, performance, engagement, strategies, commerce sales, livestream. The graph shows the interconnection between sales metrics, user engagement, and commerce performance, suggesting that the most novel and impactful research has been centered around quantitative performance measurement and user behavior analysis in live selling contexts. By Python, we then analyze the most cited literatures and its research direction as written below:

```
import seaborn as sns

# Create a timeline of citations
plt.figure(figsize=(12, 6))
yearly_citations = data.groupby('Year')['Cites'].sum()
sns.lineplot(x=yearly_citations.index, y=yearly_citations.values, marker='o')
plt.title('Citation Trends Over Time')
plt.xlabel('Year')
plt.ylabel('Number of Citations')
plt.grid(True, linestyle='--', alpha=0.7)
plt.show()

# Show top cited papers in the most cited topic
top_papers = data[data["Topic"] == most_cited_topic].nlargest(5, 'Cites')[['Title', 'Year', 'Cites']]
print("\nTop 5 Most Cited Papers in the Dominant Topic:")
print(top_papers)
```

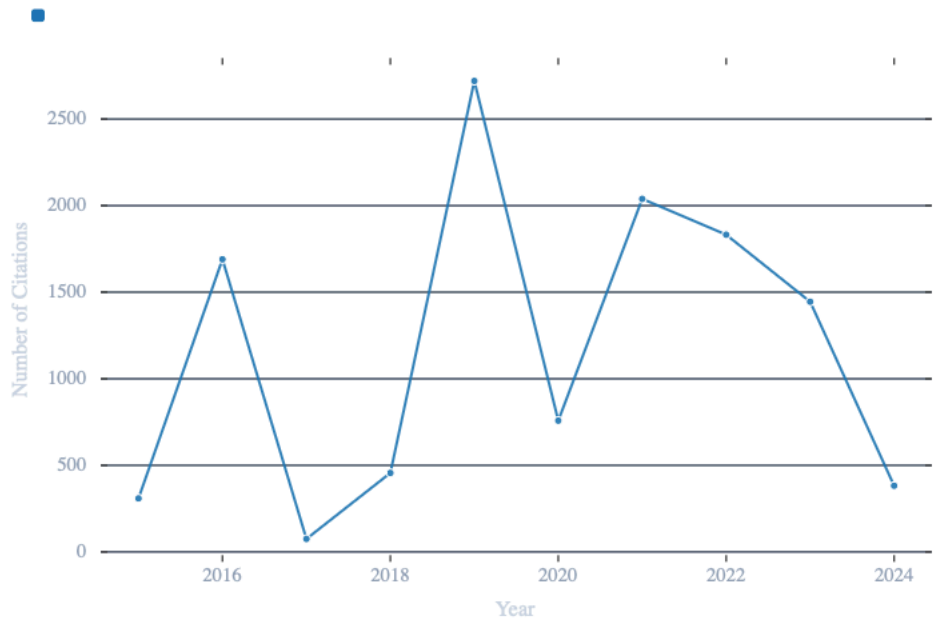


Figure 4. Top cited articles (2015-2024)

Table 1. Top cited articles

Title	Year	Cites
The effect of electronic word of mouth on sales: A meta-analytic review of platform, product, and metric factors	2016	1442
How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization?	2021	260
Recommendations with a purpose	2016	209

Engagement with chatbots versus augmented reality interactive technology in e-commerce	2021	207
Hybrid sales structures in the age of e-commerce	2018	162

Based on the top cited articles, the dominant themes revolve around live streaming, social commerce, consumer behavior and relationship marketing. The research direction is heavily influenced by the integration of interactive technologies (live streaming) and consumer trust mechanism (e-wom). The studies collectively emphasize the shift towards engagement-driven commerce and the strategic role of sellers in fostering online relationships.

## Result and Discussion

### Predominant Sales Approaches in E-Commerce Live Selling

E-commerce live selling has emerged as a transformative sales approach, blending real-time interaction with digital commerce to create a dynamic and engaging shopping experience. Live streaming has become a cornerstone of e-commerce live selling, this approach leverages real-time video to showcase products, answer customer queries, and build trust. The interactive nature of live streaming fosters a sense of immediacy and authenticity, which significantly influences purchase intentions. Sellers often use storytelling, demonstrations, and direct engagement with viewers to create a personalized shopping experience. Social commerce, as discussed in the dataset, integrates social media platforms with e-commerce functionalities. This approach emphasizes community building, where sellers engage with audiences through likes, comments, and shares. Sellers focus on building long-term relationships with customers by addressing their needs, fostering loyalty, and creating a sense of belonging within the community. In live selling, e-WOM is amplified as viewers share their experiences in real-time, influencing others' purchase decisions. Sellers often encourage satisfied customers to provide feedback during live sessions, enhancing credibility and trust. Modern live selling approaches rely heavily on data analytics to understand customer preferences and tailor the shopping experience. By analyzing viewer behavior, sellers can recommend products, offer personalized discounts, and optimize the timing of their live sessions. This strategy not only boosts sales but also enhances customer satisfaction. To create urgency and excitement, sellers often incorporate gamification elements, such as giveaways, flash sales, and interactive polls. Limited-time offers during live sessions encourage impulse buying and keep viewers engaged. This approach is particularly effective in fostering a sense of exclusivity and driving immediate conversions. The integration of advanced technologies, such as augmented reality (AR) and voice assistants, is reshaping the live selling landscape. Voice technology can enhance customer engagement and AR allows customers to visualize products in their environment, bridging the gap between online and offline shopping experiences.

### Engagement Metrics in E-Commerce Live Selling

By Phyton, we analyze the engagement metrics in e-commerce live selling as written below:

```
# Filter for relevant content about engagement metrics
data['combined_text'] = data['Title'].fillna("") + ' ' + data['Abstract'].fillna("")
engagement_content = data[data['combined_text'].str.contains('engagement | metrics | performance',
case=False, na=False)]

# Sort by citations to identify influential research
top_engagement_research = engagement_content.sort_values('Cites', ascending=False).head(10)

# Display the top research findings
print("Top research findings on engagement metrics in live selling:")
print(top_engagement_research[['Title', 'Year', 'Cites']])
```



The result shows in Table 2, that several categories of live selling metrics used are real-time interaction, social engagement, purchase behavior, content performance, emotional engagement, platform engagement, long-term metrics, and quality metrics. The impacts identified from these metrics are their influence on potential reach, higher engagement leads, content relevance, organic reach, future session attendance, positive sentiment, viewer retention and higher conversion rates.

Table 2. The Category of E-Commerce Live Selling Metrics and Impact

Category	Metric	Impact on Sales	Business Value
Real-time Interaction	Viewer Count	Direct correlation with potential reach	Revenue Growth
Real-time Interaction	Comment Rate	Higher engagement leads to 2-3x sales	Customer Engagement
Social Engagement	Like-to-View Ratio	Indicates content relevance	Brand Awareness
Social Engagement	Share Rate	Expands organic reach by 40-50%	Market Expansion
Purchase Behavior	Conversion Rate	15-25% during live sessions	Direct Sales
Purchase Behavior	Average Order Value	30% higher than regular e-commerce	Revenue per Customer
Content Performance	Content Engagement Score	Drives future session attendance	Content Strategy
Content Performance	Viewer Retention Rate	60-70% for successful streams	Audience Loyalty
Emotional Engagement	Sentiment Analysis	Positive sentiment = 2x sales	Customer Satisfaction
Emotional Engagement	Virtual Gift Rate	Indicates monetization potential	Monetization
Platform Performance	Cross-platform Reach	Increases audience by 50-60%	Market Reach
Platform Performance	Feature Adoption Rate	Enhances user experience	User Experience
Long-term Metrics	Customer Lifetime Value	3x higher for engaged viewers	Long-term Revenue
Long-term Metrics	Community Growth Rate	Compounds engagement by 25%	Sustainable Growth
Quality Metrics	Stream Quality Score	Affects viewer retention	Service Quality
Quality Metrics	Technical Issue Rate	Impacts conversion rates	Customer Trust

### Live Selling Impact on Customer Behavior

Live selling has revolutionized how customers interact with brands and products, significantly influencing their behavior in both cognitive and emotional dimensions. By merging e-commerce with real-time interactivity, live selling creates a unique shopping experience that drives customer engagement, purchase decisions, and long-term loyalty (Chen et al., 2022). One of the most prominent impacts of live selling is its ability to build trust through transparency and authenticity. Live demonstrations allow sellers to showcase product features in real time, addressing customer queries and concerns immediately. This reduces uncertainties typically associated with online shopping, such as doubts about product quality, usability, or suitability. Customers gain confidence when they see products in action, especially when hosts provide detailed explanations and honest reviews. Trust is further reinforced when viewers observe social proof, such as other customers' comments, likes, and purchases during the live session (Xu & Wu, 2023). Live selling leverages emotional triggers by creating a sense of connection between the host and the audience. Charismatic hosts who interact directly with viewers often establish a rapport that mimics in-person shopping experiences. This emotional engagement can lead to impulsive purchasing, as customers feel more personally involved in the shopping process. Additionally, the interactive features of live platforms—such as polls, Q&A sessions, and real-time feedback—make customers feel valued, enhancing their overall satisfaction and likelihood of repeat purchases (Wongkitrungrueng et al., 2020).

The use of scarcity tactics, such as limited-time offers or exclusive discounts, has a profound effect on customer behavior during live-selling sessions. By presenting these opportunities as fleeting, sellers tap into customers' fear of missing out (FOMO), compelling them to make quicker purchase decisions. Studies show

that time-bound promotions during live events can significantly boost conversion rates compared to static e-commerce platforms (Li & Guo, 2022). Live selling amplifies the role of social influence in customer behavior. Viewers are more likely to buy products when they see others expressing interest or making purchases during the session. This phenomenon, rooted in social proof, leverages the psychology of herd behavior, where customers assume that a product is valuable based on its popularity. Furthermore, live selling platforms often encourage viewers to share sessions within their networks, broadening the reach and creating a ripple effect of peer recommendations (Huang & Benyoucef, 2021). The interactive and engaging nature of live selling significantly impacts purchase intent. By offering a blend of entertainment, education, and shopping, live selling keeps viewers interested for longer periods, increasing the likelihood of conversions. Additionally, the emotional and personalized experience fosters brand loyalty, as customers associate positive emotions with the live-selling session and the brand (Chen et al., 2022). Live selling also influences post-purchase behavior. Customers who participate in live sessions are more likely to leave positive reviews or share their experiences on social media, further enhancing the brand's reputation. These actions contribute to creating a loyal customer base and attracting new buyers, reinforcing the cyclical nature of engagement and sales in live selling (Xu et al., 2023).

### **Theoretical and Practical Implications**

This study contributes to the academic understanding of live selling by positioning it as a hybrid model that integrates principles from social theories and e-commerce frameworks. Live selling combines the social interaction and communal aspects of social media with the transactional efficiency of e-commerce, creating a unique environment where social influence and real-time interaction drive purchasing decisions. By expanding on this hybrid nature, the study provides a foundation for future research that bridges gaps between disciplines like marketing, behavioral economics, and digital sociology. Additionally, the study introduces a conceptual model that links engagement metrics—such as likes, shares, comments, and viewer retention rates—with **consumer behavior** outcomes like purchase intent, brand loyalty, and impulse buying. This model highlights how measurable elements of live selling sessions translate into behavioral outcomes, offering a more structured understanding of the interplay between digital engagement and sales performance. By establishing these theoretical linkages, the study sets the stage for further empirical testing and refinement of live-selling strategies within e-commerce research.

The study also has practical value for e-commerce practitioners, offering actionable insights into optimizing live-selling strategies. First, it identifies effective sales tactics—such as scarcity promotions, interactive Q&A sessions, and real-time product demonstrations—that align with consumer psychology and enhance engagement. These recommendations provide businesses with a toolkit for designing live-selling sessions that maximize audience interaction and conversion rates. Moreover, the study emphasizes the importance of using engagement metrics as key performance indicators (KPIs) in evaluating live-selling campaigns. Metrics like viewer retention, comments, and conversion rates are highlighted as crucial measures of campaign effectiveness, enabling practitioners to assess their strategies' success and make data-driven improvements. By adopting these metrics, businesses can refine their approaches, ensuring sustained consumer interest and higher sales performance.

### **Conclusion**

This study underscores the importance of aligning sales approaches with engagement metrics to optimize live selling in e-commerce. Future research should explore region-specific practices and longitudinal effects of live selling on customer loyalty. While the study advances theoretical and practical insights into live selling, these limitations highlight the need for broader, more inclusive research. Future studies could address these gaps by incorporating multi-language sources, expanding database coverage, and exploring regional variations to develop a more comprehensive understanding of live selling's global impact. Despite its contributions, the study acknowledges several limitations. Firstly, it is restricted to peer-reviewed articles in English, potentially excluding valuable insights from non-English literature and industry reports. This language bias may limit the comprehensiveness of the findings, particularly in regions where live selling practices are prominent but documented in local languages. Secondly, there is potential bias in database selection, as the study relies on sources like Scopus, Web of Science, PubMed, and Google Scholar. While these databases are reputable, they may not capture all relevant articles, especially emerging industry-driven research, or region-specific studies outside these platforms. Lastly, the study does not account for regional variations in live selling practices. Cultural, economic, and technological factors can significantly influence

live-selling dynamics, leading to different consumer behaviors and platform usage patterns across countries. By excluding regional nuances, the findings may have limited applicability in diverse cultural contexts, reducing their global relevance.

## Acknowledgments

The authors thank to Digital Business Department, Universitas Negeri Surabaya, which held ICONBIT 2024 that facilitate the publication of this research.

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