



Revolutionizing Retail with Live Streaming: A Study of Indian Consumer Insights

Sunil^{1*}, Shemphang Wann Lyngdoh²

¹Department of Commerce, College of Vocational Studies, University of Delhi, New Delhi, India, ²Department of Commerce, Shaheed Bhagat Singh Evening College, University of Delhi, Sheikh Sarai Phase-II, New Delhi, India. *Email: sunil.cvs@cvs.du.ac.in

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ABSTRACT

The purpose of the study is to explore the growth prospects and future of live streaming commerce in India. The study aims to analyze consumer insights, examine the technological influences, investigate the roles of intermediaries, and explore marketing strategies to boost live streaming commerce in India. A sample of 730 respondents was randomly selected from Delhi and the National Capital Region (NCR) in India. After summarizing the data, factor analysis using the principal component method was conducted in SPSS. An analysis of correlation matrix has also been done. The study identified five components i.e. Trustful Engagements and Seamless Purchase Experience (TE and SPE), Exclusive Offers, Live Interaction, and Community Engagement (EOLI and CE), Impulsive Purchases, Misleading Endorsements, and Privacy Risks (IPME and PR), Subpar Product Quality and Flawed Delivery/Return Policies (SPQ and FDRP), and Insufficient Information Leading to Missed Opportunities (IILMO). Live streaming commerce in India is still in its nascent stage. Viewers face trust issues, and trust is one of the key elements in live streaming commerce. Since consumers are often in distant locations and cannot physically inspect products, influencer's role becomes pivotal in successful transactions. A truly professional approach with a high level of integrity can help boost the live streaming business. However, unscrupulous practices, such as misleading endorsements for personal gain by streamers, have had a cascading effect on trust issues.

Keywords: Influencers, Streamers, Live Streaming, Commerce, Technology

JEL Classifications: M3, O3

1. INTRODUCTION

Live streaming commerce has gained widespread use globally, operating on varying scales (Wang et al., 2022; Tseng et al., 2022). E-commerce has been successful, with numerous virtual malls and organized retailers conducting business online. A major challenge with traditional e-commerce is the lack of direct interaction between retailer and buyer during the purchase decision process (Sunil, 2015). Although online retailers provide product descriptions yet many queries remain unaddressed. Live streaming commerce addresses this by allowing customers to interact in real time with streamers and get their questions answered (Hamilton et al., 2014).

The traditional product-oriented shopping environment has evolved into a more social, hedonistic, and customer-focused

experience (Busalim, 2016; Wongkitrungrueng and Assarut, 2020). The conventional e-commerce relied on text, video, and images to deliver information, while modern live streaming offers a dynamic way to engage with others, share insights on social networks, and enjoy content from influencers all in addition to receiving product information (Jie et al., 2019; Zhu and Yin, 2021; Sokolova and Kefi, 2020). Additionally, in live streaming commerce other viewers can engage with each other and share information about the product during the live stream (Pillai, 2021).

Typically, live streamers are influencers who have their own followers. These influencers act as representatives for viewers. In traditional e-commerce, the customers connect with retailers from distant locations, they cannot physically experience the product, leading to hesitation in decision-making (Klepek and

Bauerová, 2020). Influencers, who have a significant impact on their followers' decisions, can strongly influence followers' choices based on their recommendations (Cao et al., 2022; Geng et al., 2020). Influencers serve as mediators between e-retailers and customers, bridging the gap through representation (Ku et al., 2019). The strong bond between influencers and their followers is built on trust; influencers cannot afford to betray this trust, as the attachment of their followers is a crucial asset (Ember, 2015). Therefore, live streaming commerce is akin to a customer visiting a retail outlet to make a purchase decision after resolving doubts in real time. The key difference is that in live streaming commerce, customers do not visit a physical retail outlet but instead rely on influencers as their representatives to make informed decisions (Delbaere et al., 2021).

With advancements in technology and a growing tech-savvy population, live streaming commerce has seen significant growth in India. There are currently 821 million active internet users in the country, with 54% coming from rural areas. Male users account for 54% of total internet usage. In 2023, one-fourth of all internet users made online purchases through social media apps. The internet penetration rate was 8% that same year (Roy, 2024). According to Flipkart, Indians spent over 2 million hours on live streaming commerce from June 2023 to May 2024. Women, particularly Millennials and Gen Z, are the primary users of this shopping format, with significant engagement from Tier 2 and Tier 3 regions. Metropolitan cities, including Hyderabad and Bangalore, accounted for 65% of overall video commerce engagement. Flipkart also recorded 1.4 million viewers for a single live commerce video (Economic Times, 2024).

Social media giants such as Facebook, Instagram, and YouTube have created platforms for influencers and brands to engage in commerce with their audiences. Additionally, dedicated live streaming commerce platforms like Meesho, Bulbul, and SimSim have been offering services specially designed for the Indian market. E-commerce platforms like Amazon and Flipkart have also integrated live streaming into their business models to attract more consumers and boost sales. However, if we compare with the China, live streaming commerce has not got that momentum. China has emerged as the largest live streaming commerce player in the world. The outbreak of the COVID-19 pandemic and its aftermath have significantly accelerated e-commerce and live streaming commerce in China (Hao, 2020). This crisis has created opportunities for e-retailers to expand their horizons.

As live streaming commerce has gaining popularity all over the world, the live streaming commerce sales reached USD 171 billion in 2023 from USD 60 billion in 2019 (Coresight, 2023). Live streaming commerce in China grew at an average rate of over 200% from 2016 to 2019. The number of live streaming commerce users increased to 635 million in 2020, up from 524 million the previous year. Additionally, the number of multi-channel network institutions reached 28,000. Live streaming commerce has been instrumental in revitalizing the Chinese economy (Yang et al., 2024). According to the 2022 Live Streaming E-commerce White Paper, the e-commerce market in China has exceeded CNY 3.4 trillion (Zhang, 2024). The total output value of e-commerce

platforms leaders in China i.e. Taobao, Jingdong and creative content platforms i.e. TikTok, Kuaishou has reached nearly 900 billion yuan (Guo et al., 2022). China ranks first in live commerce with 81% of shoppers participating. The US 40%, Germany 26%, and Japan 15% lag behind significantly (Laurer, 2024).

Present study tries to explore the growth prospects and future of live streaming commerce in India. It also tries to analysis consumer insights regarding live streaming commerce. Additionally, an attempt has been done to examine technological influences and the role of intermediaries in the successful operation of live streaming commerce.

Live streaming commerce has emerged as a new format of a e-retailing. It has shown a remarkable growth in China and other parts of the world. Live streaming commerce has not got a momentum of that magnitude as it should have been in India. The present study has following objectives:

- To study the growth prospects and future of live streaming commerce in India
- To analyze consumer insights regarding live streaming commerce
- To examine the technological influences on the successful operation of live streaming commerce
- To identify and analyze the roles of intermediaries in the successful operations of live streaming commerce
- To explore marketing strategies to boost live streaming commerce in India.

2. REVIEW OF LITERATURE

Live-streaming e-commerce was started by Alibaba's Taobao Live in May 2016 (Arora et al., 2021; Xiao, 2024). Live streaming commerce is an innovative form of home shopping TV programs (Lin et al., 2022). The home TV shopping program was started way back in 1980s (Wang et al., 2022). In both live streaming commerce and home shopping TV programs, it's crucial to possess skills in persuasion, product demonstration, and promotional techniques to convert viewers into customers. However, live streaming commerce holds an edge by offering features such as live visuals, real-time chat interactions, engagement with influencers and peer groups, instant sharing across social networks, and a more entertaining experience (Ki et al., 2024).

For running successful live streaming commerce, merchants need customers, a live social streaming platform, influencers with strong followers, and a technology to interact with its viewers. Customers buy the products when there is a requirement for it. They may also buy when it is not required but they are motivated for it. Motivation could be monetary and non-monetary. Former type of shopping is known as utilitarian shopping and latter type of shopping is known as hedonic shopping. Utilitarian shopping is done only when customers are motivated by the product and service utility perceived by users. Once consumers get trusted and quality information, there likely to purchase increases (Xu et al., 2020). Live streaming commerce engages, influences and builds trust (Wongkitrungrueng, 2020) and thus result into purchase intention (Lv et al., 2022).

Hedonic shopping is driven by various motivations, including the desire for adventure, which involves seeking stimulation and excitement while escaping into a different world. It also encompasses social aspects, such as spending quality time with friends and family to strengthen bonds. Additionally, many engage in hedonic shopping for gratification, using it as a way to relieve stress, enjoy therapeutic experiences, or treat themselves. Keeping up with trends, exploring new products, and innovations also play a role, as does the act of shopping for others, which reflects social and familial roles. Lastly, some shoppers are motivated by value, engaging in bargain hunting and price competition (Arnold and Reynolds, 2003).

The influencer marketing was first evolved by Brown and Hayes. They developed a theory that social media as a new influential third party has the capacity to influence the purchasing decisions of the customers (Brown and Hayes, 2008; Lv et al., 2018).

These influencers can quickly deliver marketing messages through social networking platforms, leveraging their strong communication skills and large follower bases (Uzunoglu and Kip, 2014). These influencers, whether individuals or organizations, have cultivated a distinctive self-image that has resulted in a strong follower base (Xu and Pratt, 2018). By sharing their product experiences with viewers, these influencers motivate their audience to make purchases. Followers tend to trust and relate to them, and this strong bond of trust and identification fosters purchase intentions and consumption behaviors (Djafarova and Rushworth, 2017). This relationship forms the foundation of influencer marketing (Wu et al., 2022). Trust promotes frequent interaction between sellers and buyers (Chang, 2022), it enhances customer loyalty (Bidmon, 2017), increases customer participation (Guo, 2022) and thereby increases purchase intention (Hu and Chaudhry, 2020).

Marketers increasingly utilize social media influencers as an effective tool to boost sales and enhance brand recognition, particularly in live streaming commerce (Wu et al., 2020; Lou and Yuan, 2019). The growing popularity of influencers is compelling firms to collaborate with them (Campbell and Grimm, 2019). These partnerships provide consumers with a reliable source of information, foster positive attitudes toward brands, and enhance overall consumer satisfaction (Jin et al., 2019). The influencers give specialized services to its followers in product categories, ideas and lifestyle. This makes them more credible. Influencers like Kylie Jenner (@kyliecosmetics) a cosmetics expert, and Gina Homolka (@skinnytaste) a cooking expert endorse product specific to its consumers (Lin et al., 2018).

Trust is one of the most important factors for consumers when making purchase decisions in live streaming commerce. Influencers often build trust-based relationships with their viewers. However, due to the potential for higher financial benefits, there is a greater risk of misrepresentation to induce more sales. Xin Ba, one of the most popular live streamers on Kuaishou with 71 million followers at the time, promoted products that were claimed to be pure cubilose. Cubilose, an edible bird's nest made from the secretion of birds' salivary glands, is considered one of the most expensive delicacies and has been used in cooking for hundreds of years in China. The live streaming team for that program even

presented testing reports to support their claims during the sessions on Kuaishou. This presentation led thousands of buyers to purchase the product. However, it was later found that the product was actually a mixture of sugar and water (Xiao, 2024).

E-commerce and live streaming commerce have become possible only after the evolution of information technology (Attar et al., 2022). An efficient information technology-enabled system facilitates smooth transmission of information among users, flawless interactivity, clear visibility and audibility. Technological advancement and creation of certain apps, the e-commerce platforms are providing facilities like: shopping, booking, social networking, instant messaging, online chat, video services, and payments (Jia, et al., 2022). Furthermore, information technology affordance can enhance interactivity at various levels (Dong and Wang, 2018). Visibility affordance allows buyers to see the product, reducing the risk of uncertainty in live streaming commerce (Dong et al., 2016), whereas, in e-commerce, buyers mostly rely on text descriptions or product images (Bai et al., 2015). Meta-voicing affordance enables vendors and buyers to rate each other and provide feedback during live interactions (Dong and Wang, 2018; Dong et al., 2016).

Triggered attending affordance attracts buyers by providing information related to changes in products and services. It creates curiosity among buyers, encouraging them to seek more information about the updated offerings (Sæbø et al., 2020). Guidance shopping affordance enables sellers to present products and services tailored to customers' interests. These offerings are based on customers' expressed preferences, which are collected from either internal or external sources (Dong et al., 2016). Social connecting affordance facilitates interaction between new buyers and sellers, fostering long-term relationships (Ou et al., 2014). Trading affordance ensures smooth payment processes for sales and purchases. In addition to payment, this affordance can facilitate further communication to gauge buyer interest in future purchases and to share transaction experiences with others. Buyers may also express interest in receiving discounts on future purchases (Dong and Wang, 2018).

Live streaming commerce platforms not only enable viewers to purchase products but also foster social engagement among them. Entertainment and information-seeking have been identified as key motivations for watching live streaming (Sjöblom and Hamari, 2017). Live streaming commerce platforms are entertaining and immersive, and incline to keep viewers engaged longer and buying more (Arora et al., 2021). Socially, viewers are motivated by the desire to meet new people, engage in social interactions, and experience a sense of community. They form communities and grow together, sharing their thoughts in the chat rooms about the content they watch during live streams (Hamilton et al., 2014).

Live streaming platforms are beneficial for individuals who lack external support from family, friends, and local communities (Bargh and McKenna, 2004). Social interaction can help reduce anxiety (Desjarlais and Willoughby, 2010). Key indicators of viewer engagement with streamers include emotional connection, time spent watching, subscriptions, and donations (Zorah et al., 2018). However, viewers often find it difficult to interact when

the audience size is large. Smaller viewership facilitates more meaningful social interactions, which are harder to achieve in large, fast-moving chat rooms. Smaller channels offer greater individual attention and participation, thereby enhancing overall feelings of belonging and community (Hamilton et al., 2014).

The study of the literature shows that live streaming commerce is an enhancement of e-commerce, providing additional features such as instant interaction, live product viewing, influencer recommendations, entertainment, socialization, peer reviews, and trusted information about brands. It also offers instant sharing and facilitates seamless commercial transactions through sophisticated technological systems. However, any disruption of trust or failures in the technological infrastructure could undermine the effectiveness of the live streaming commerce model in retail.

3. METHODOLOGY

To assess the role of influencers, technology usage, quality of products offered, after-sales services, exclusive sales offers, community engagement, and live interaction modes used in live streaming commerce, a well-designed questionnaire was circulated among respondents. A sample of 730 respondents was randomly selected from Delhi and the National Capital Region (NCR) in India. The respondents were asked to fill out a self-rating, 5-point Likert scale questionnaire, with responses ranging from “strongly agree” to “strongly disagree” for each statement. The questionnaire also included demographic and general profile information. After summarizing the data, factor analysis using the principal component method was conducted in SPSS. After performing factor loading, five components were identified with eigenvalues >1 . The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett’s Test of Sphericity were applied to evaluate the appropriateness of factor analysis and to test the relationships between variables. The data were analyzed using SPSS through factor analysis, as well as mean, standard deviation, and correlation matrix analyses.

4. ANALYSIS AND INTERPRETATION

4.1. Respondents Profile

Most of the respondents in the study were from younger generations, with a higher proportion of males than females (Table 1). The educational background of the respondents was primarily college students and graduates. A significant number of respondents were either actively using or were familiar with live streaming commerce platforms. Around 45% of the respondents shop at regular intervals. The most preferred platforms for live streaming commerce include Instagram, Amazon, Flipkart, Myntra (M-Live), Facebook, Meesho, and Nykaa respectively.

Respondents predominantly prefer purchasing fashion and apparel, electronics, beauty and personal care products, and food and beverages using live streaming platforms.

4.2. Factor Analysis

Factor analysis was applied to reduce and group the variables for meaningful interpretation. The Principal Component Method

with Varimax Rotation was used for reducing and grouping the variables. After performing factor loading, five components were identified with eigenvalues >1 . Factor loadings of 0.5 or higher were retained, while the remaining variables were excluded. KMO and Bartlett’s test results are presented in Table 2.

Table 1: General profile of the respondents

| Particulars | Percent |
|---|---------|
| Age | |
| <18 | 7.9 |
| 18-24 | 73.7 |
| 25-34 | 10.1 |
| 35-44 | 6.8 |
| >45 | 1.4 |
| Gender | |
| Male | 56.4 |
| Female | 43.3 |
| Prefer not to say | 0.3 |
| Educational level | |
| High school or lower | 18.2 |
| Undergraduate degree | 64.4 |
| Postgraduate degree | 9.5 |
| Doctorate | 7.1 |
| Others | 0.8 |
| Familiarity with the live streaming | |
| Very familiar | 33.7 |
| Somewhat familiar | 40.8 |
| Heard of it but not familiar | 20.0 |
| Not familiar at all | 5.5 |
| Products preferred to buy via live streaming commerce | |
| Fashion and apparel | 63.0 |
| Electronics | 43.0 |
| Beauty and personal care | 38.6 |
| Home goods and appliances | 34.8 |
| Food and beverages | 27.7 |
| Books | 0.3 |
| Live streaming participation | |
| Daily | 9.9 |
| Weekly | 19.2 |
| Monthly | 18.1 |
| Rarely | 40.5 |
| Never | 12.3 |
| Platform used for live streaming commerce | |
| Instagram | 65.8 |
| Facebook | 31.0 |
| YouTube | 53.7 |
| Amazon | 51.8 |
| Flipkart | 47.4 |
| Nykaa | 19.7 |
| Myntra (M-Live) | 32.3 |
| Moj | 3.0 |
| Josh | 2.5 |
| Meesho | 28.8 |
| SimSim | 1.6 |
| Bulbul | 1.1 |
| Whatsapp | 0.3 |
| Snapdeal | 0.3 |

Table 2: KMO and Bartlett’s test

| | | |
|---|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | | 0.909 |
| Bartlett’s test of Sphericity | Approx. Chi-square | 7524.657 |
| | df | 378 |
| | Sig. | 0.000 |

After applying the Principal Component Method with Varimax Rotation, 9 items were identified under Trustful Engagements and Seamless Purchase Experience (TE and SPE), 7 items under Exclusive Offers, Live Interaction, and Community Engagement (EOLI and CE), 3 items under Impulsive Purchases, Misleading Endorsements, and Privacy Risks (IPME and PR), 3 items under Subpar Product Quality and Flawed Delivery/Return Policies (SPQ and FDRP), and 1 item under Insufficient Information Leading to Missed Opportunities (IILMO) (Table 3).

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value was 0.909, which is closer to 1, indicating that the data is suitable for factor analysis. Bartlett's Test of Sphericity showed

that the variables are sufficiently correlated and also suitable for factor analysis. The $P = 0.000$ is highly significant, confirming that the correlation matrix is not an identity matrix.

4.3. Analysis of Correlation Matrix

The correlation matrix shows that there is a positive correlation between the various variables (Table 4). Though the magnitude of correlation between the variables varies. The relationships between the variables are statistically significant at the 0.01 level, and the relationships are unlikely to have occurred by chance. There is a strong correlation between Factor 1, Trustful Engagements and Seamless Purchase Experience (TE and SPE), and Factor 2; Exclusive Offers, Live Interaction, and Community Engagement

Table 3: Factor loadings for key variables

| Main variables and questions | Communalities extraction | Factor loading |
|--|--------------------------|----------------|
| Trustful engagements and seamless purchase experience (TE and SPE) | | |
| Host/presenter/influencer engages the viewers during live streaming strongly and converts them to a customer. | 0.544 | 0.679 |
| Most of the influencers/hosts/presenters whom I have interacted with while live streaming are truly professionals and knowledgeable. | 0.514 | 0.679 |
| I watch streamers/host performing live and trust their recommendation. | 0.567 | 0.673 |
| I relate myself with the influencer/streamer. | 0.602 | 0.665 |
| I like interactive elements like: Live question and answer, polls, calls, texts etc.) | 0.525 | 0.649 |
| The quality of video and audio is high in live streaming commerce event. | 0.424 | 0.586 |
| Purchasing process in live streaming commerce is very convenient and easy. | 0.505 | 0.578 |
| Live streaming commerce addresses the multiple queries raised by the community in real time. | 0.478 | 0.548 |
| I get detailed product information that helps me to take purchase decision. | 0.562 | 0.521 |
| Exclusive offers, live interaction and community engagement (EOLI and CE) | | |
| I get discount and special offer on live streaming commerce. | 0.624 | 0.731 |
| Products are demonstrated live and queries are settled instantly. | 0.574 | 0.714 |
| I get real-time feedback from the co-customers/community. | 0.556 | 0.670 |
| I get an opportunity to interact with the streamer/host. | 0.587 | 0.642 |
| Live streaming commerce technology is user friendly and convenient to use. | 0.565 | 0.573 |
| It provides me a platform where I can interact with like-minded people/community and share product experiences with each other. | 0.537 | 0.514 |
| It is entertaining and creates enthusiasm among the viewers to stick to live streaming till the end. | 0.513 | 0.501 |
| Impulsive purchases, misleading endorsements and privacy risks (IPME and PR) | | |
| Live streaming commerce encourages impulsive purchases. | 0.555 | 0.704 |
| Since live streamers have personal financial interests, there is a higher chance of them making misleading endorsements. | 0.527 | 0.671 |
| Authenticity and testimonials of reviews remain doubtful. | 0.507 | 0.644 |
| There is a high chance of compromising of privacy and data security. | 0.390 | 0.596 |
| Subpar product quality and flawed delivery/return policies (SPQ and FDRP) | | |
| The quality of product sold in live streaming commerce is not good. | 0.686 | 0.805 |
| I find delivery and returns policy inept. | 0.500 | 0.588 |
| Insufficient information leading missed opportunities (IILMO) | | |
| I don't get enough information about live streaming commerce and as a result I miss the opportunity. | 0.568 | 0.630 |

Table 4: Means, standard deviation and matrix correlations

| Components | Mean | SD | TE and SPE | EOLI and CE | IPME and PR | SPQ and FDRP | IILMO |
|--|------|------|------------|-------------|-------------|--------------|-------|
| Trustful engagements and seamless purchase experience (TE and SPE) | 2.55 | 0.57 | 1 | | | | |
| Exclusive offers, live interaction and community engagement (EOLI and CE) | 2.59 | 0.59 | 0.700** | 1 | | | |
| Impulsive purchases, misleading endorsements and privacy risks (IPME and PR) | 2.49 | 0.64 | 0.245** | 0.236** | 1 | | |
| Subpar product quality and flawed delivery/return policies (SPQ and FDRP) | 2.79 | 0.66 | 0.170** | 0.198** | 0.375** | 1 | |
| Insufficient information leading missed opportunities (IILMO) | 2.65 | 0.87 | 0.112** | 0.135** | 0.354** | 0.270** | 1 |

**Correlation is significant at the 0.01 level (2-tailed)

(EOLI and CE) (0.700). There is a moderate correlation between Factor 3 Impulsive Purchases, Misleading Endorsements, and Privacy Risks IPME and PR and Factor 4 Subpar Product Quality and Flawed Delivery/Return Policies SPQ and FDRP (0.375); Factor 2 Impulsive Purchases, Misleading Endorsements, and Privacy Risks (IPME and PR) and Factor 5 Insufficient Information Leading to Missed Opportunities IILMO (0.354); and Factor 4 Subpar Product Quality and Flawed Delivery/Return Policies SPQ and FDRP and Factor 5 Insufficient Information Leading to Missed Opportunities IILMO (0.270). There is a weak correlation between Factor 1 Trustful.

Engagements and Seamless Purchase Experience TE and SPE and Factor 3 Impulsive Purchases, Misleading Endorsements, and Privacy Risks (IPME and PR) (0.245); Factor 1 Trustful Engagements and Seamless Purchase Experience TE and SPE and Factor 4 Subpar Product Quality and Flawed Delivery/Return Policies SPQ and FDRP (0.170).

5. DISCUSSION AND IMPLICATIONS

The identification of five components and its variables have been discussed below:

- Factor 1: Trustful engagements and seamless purchase experience (TE and SPE)

The study shows that Influencers play a significant role in live streaming commerce. Their expertise and professional approach help build trust with viewers, converting them into customers. Customers rely on influencers and their recommendations, often forming personal connections with them. Interaction with influencers through live question and answer, sessions, polls, calls, texts, and other means further enhances viewers' confidence and trust. Further, User-friendly platforms with high-quality video and audio also contribute to a more enjoyable and seamless purchasing experience. In live streaming commerce, viewers not only have their questions answered by influencers but also by the community in real-time, which facilitates the purchasing process.

- Factor 2: Exclusive offers, live interaction and community engagement (EOLI and CE)

The study reveals that to drive targeted sales, companies offer various schemes to buyers. In live streaming commerce, customers expect similar incentives. Discounts and special offers in live streaming commerce attract more customers. Unlike traditional online sales, products in live streaming commerce are demonstrated live, and queries are addressed instantly. Real-time feedback from fellow customers and the community is also available, which helps in making informed purchasing decisions. In live streaming, customers not only connect live with the streamer but also interact with the community. The technology used in live streaming commerce is user-friendly and convenient. It provides a platform for customers to engage with streamers and interact with like-minded individuals, sharing product experiences with each other. The experience is entertaining and generates enthusiasm among viewers, encouraging them to stay engaged until the end of the session.

- Factor 3: Impulsive purchases, misleading endorsements and privacy risks (IPME and PR)

The offers and schemes presented during live streaming, combined with the strong influence of streamers, encourage viewers to make impulsive purchases. While impulsive purchases may not be beneficial for individuals, they represent an achievement for businesses, signaling the influencer's success. However, impulsive purchases often lead viewers to buy items they don't truly need. These types of purchases have their drawbacks and can put customers in financial distress. In some cases, live streamers may have personal financial interests, increasing the likelihood of misleading endorsements for their own benefit. Additionally, customers sometimes base their purchasing decisions on reviews from the community, but the authenticity of these reviews can be questionable. In many cases, reviews may be manipulated. The study also highlights significant concerns regarding privacy and data security threats in live streaming commerce.

- Factor 4: Subpar product quality and flawed delivery/return policies (SPQ and FDRP)

As study reveals that the customers are often skeptical about the quality of products offered in live streaming commerce. This skepticism is especially common when the streamer is unfamiliar, or the viewers are not regular followers of that streamer, leading to doubts about the product being offered. To address this, companies need to build customer confidence. Additionally, the after-sales policies of companies involved in live streaming commerce should be strengthened, as customers frequently face issues with delivery and return policies.

- Factor 5: Insufficient information leading missed opportunities (IILMO)

Providing customers with information about the live streaming schedule is crucial to the success of live streaming commerce. Viewers must be aware of the timings and products being offered. Without this information, viewers may miss the opportunity to participate. There should be a mechanism in place to effectively disseminate live streaming schedules to viewers, ensuring that both businesses and customers don't miss out on potential opportunities.

The correlation matrix shows that there is a positive correlation between the various variables. A strong correlation between Factor 1, Trustful Engagements and Seamless Purchase Experience (TE and SPE), and Factor 2; Exclusive Offers, Live Interaction, and Community Engagement (EOLI and CE) (0.700) indicates that the consumers who enjoy a seamless, and trustful purchase environment also engage themselves positively with exclusive offers, live interaction, and community engagement features. Improvements in one factor may lead to improvement in other factors as well, or it could be vice versa too.

A moderate correlation between Factor 3 Impulsive Purchases, Misleading Endorsements, and Privacy Risks IPME and PR and Factor 4 Subpar Product Quality and Flawed Delivery/Return Policies SPQ and FDRP (0.375); Factor 2 Impulsive Purchases,

Misleading Endorsements, and Privacy Risks (IPME and PR) and Factor 5 Insufficient Information Leading to Missed Opportunities IILMO (0.354); and Factor 4 Subpar Product Quality and Flawed Delivery/Return Policies SPQ and FDRP and Factor 5 Insufficient Information Leading to Missed Opportunities IILMO (0.270) suggests that those costumers who face issues like impulsive purchases, misleading endorsements, and privacy risks are also most likely to face problems like subpar product quality, flawed delivery or return policies, and insufficient information. The change in one factor may also change another factor as well. The improvement in product quality can do away with the misleading endorsements.

A weak correlation between Factor 1 Trustful Engagements and Seamless Purchase Experience TE and SPE and Factor 3 Impulsive Purchases, Misleading Endorsements, and Privacy Risks (IPME and PR) (0.245); Factor 1 Trustful Engagements and Seamless Purchase Experience TE and SPE and Factor 4 Subpar Product Quality and Flawed Delivery/Return Policies SPQ and FDRP (0.170) shows that there is some relationships between the factors but the influence is not far reaching. Improvements in trustful engagements and seamless purchase experiences may have some impact on impulsive purchases, misleading endorsements, privacy risks, or issues with product quality and delivery policies.

6. CONCLUSION AND SUGGESTIONS

The Influencers play a significant role in live streaming commerce. Their expertise and professional approach help build trust with viewers. Customers rely on influencers and their recommendations. Interaction with influencers through various modes further enhances viewers' confidence and trust. Further, User-friendly platforms with high-quality video and audio also contribute to a more enjoyable and seamless purchasing experience. Companies offer various schemes to buyers. In live streaming commerce, customers expect similar incentives. Discounts and special offers in live streaming commerce attract more customers. Live streaming commerce provides a platform for customers to engage with streamers and interact with like-minded individuals, sharing product experiences with each other. Live streaming commerce encourages impulsive purchases. It may be good for business but may put customers in financial distress. In some cases, live streamers may have personal financial interests, increasing the likelihood of misleading endorsements for their own benefit. Additionally, customers sometimes base their purchasing decisions on reviews from the community, but the authenticity of these reviews are sometimes questionable. There is also concerns regarding privacy and data security in live streaming commerce. As study reveals that the customers are often skeptical about the quality of products offered in live streaming commerce. Providing customers with information about the live streaming schedule is crucial to the success of live streaming commerce.

Live streaming commerce can focus on increasing transparency, providing more accurate product specifications, fostering trustful engagements with influencers, communities, businesses, and social platforms, and developing technologically sophisticated yet user-friendly live streaming platforms. Additionally, there should be

ample dissemination and advertising of the live streaming schedule, improved product quality, and efficient after-sales services. These efforts can address issues like misleading endorsements, insufficient information, poor delivery and return policies, impulsive purchases, and privacy risks, thereby strengthening live streaming commerce. Improved trust, enhanced purchase experiences, along with exclusive offers and engagements, can accelerate the growth of live streaming commerce. A combination of popular brands and trusted, highly professional influencers with impressive communication skills and large viewer bases can significantly boost the impact of live streaming commerce. In areas where there is a moderate or weak correlation between factors, live streaming commerce should develop tailored strategies that are suited to the specific circumstances.

This study is based on the responses collected from the respondents residing in Delhi and the National Capital Region (NCR). The tastes, preferences, attitudes, perceptions, demographic characteristics, etc., may vary region to region. Therefore, there is a limitation to generalising the results. The responses collected include the respondents who are familiar with the live streaming commerce but have not experienced it themselves.

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