

TRUST-ENGAGEMENT-PURCHASE INTENTION MECHANISMS IN LIVE STREAMING COMMERCE

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Abstract

Live streaming commerce has transformed online shopping into an interactive experience that combines information, entertainment, and social interaction. This study examines trust, engagement, and purchase intention mechanisms in live streaming commerce through a focused narrative review. Literature was identified in Scopus using a TITLE-ABS-KEY search combining live streaming commerce, trust, engagement, and purchase intention. The initial search retrieved 408 documents; 304 English-language articles remained after document-type and language filtering, and 141 open-access articles were used for descriptive mapping. Six conceptually relevant empirical studies were then purposively selected for in-depth narrative synthesis. The findings indicate three main pathways to purchase intention: trust and credibility mechanisms, engagement and social-experiential mechanisms, and integrative mechanisms connecting interactivity, social presence, streamer credibility, and information processing. The review concludes that trust and engagement operate as complementary rather than isolated mechanisms in explaining purchase intention in live streaming commerce.

Keywords: *Live Streaming Commerce; Trust; Engagement; Purchase Intention; Narrative Review*

Abstrak

Perkembangan live streaming commerce mengubah belanja daring menjadi pengalaman interaktif yang memadukan informasi, hiburan, dan interaksi sosial. Penelitian ini bertujuan menelaah mekanisme trust, engagement, dan purchase intention dalam live streaming commerce melalui focused narrative review. Literatur diidentifikasi melalui Scopus menggunakan pencarian TITLE-ABS-KEY yang menggabungkan istilah live streaming commerce, trust, engagement, dan purchase intention. Dari 408 dokumen awal, 304 artikel berbahasa Inggris teridentifikasi dan 141 artikel open access digunakan sebagai lanskap deskriptif. Enam artikel empiris yang paling relevan kemudian dipilih secara purposif untuk sintesis mendalam. Hasil menunjukkan bahwa purchase intention dibentuk melalui tiga jalur utama: trust dan kredibilitas, engagement dan pengalaman sosial, serta mekanisme integratif yang menghubungkan interaktivitas, social presence, kredibilitas streamer, dan pemrosesan informasi. Kajian ini menyimpulkan bahwa trust dan engagement bersifat komplementer dalam menjelaskan purchase intention, bukan mekanisme yang berdiri sendiri.

Kata Kunci: *Live Streaming Commerce; Trust; Engagement; Purchase Intention; Narrative Review*



A. Introduction

The development of live streaming commerce (LSC) has transformed the online shopping experience from a process primarily based on text and images into real-time commercial interaction. In this environment, consumers can watch product demonstrations, communicate with streamers, respond to other users, and make purchase decisions within a single digital space. These characteristics distinguish LSC from conventional e-commerce because transactional value is shaped not only by product information but also by interactivity, social presence, and the experience of engagement during live broadcasts (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). The stimulus-organism-response perspective further suggests that streamer attractiveness, parasocial interaction, and information quality can influence consumers' cognitive and emotional states before generating shopping responses (Xu et al., 2020).

One important consequence of this interactive environment is the growing attention to purchase intention as a consumer behavioral outcome. The IT affordance perspective indicates that live-streaming features such as visibility, metavoicing, and guidance shopping can shape consumer engagement and subsequently influence purchase intention (Sun et al., 2019). In addition, research on live interactions shows that personalization, responsiveness, entertainment, mutuality, and perceived control can enhance

perceived usefulness while reducing perceived risk and psychological distance, thereby strengthening social commerce engagement (Xue et al., 2020). These findings indicate that purchase intention in LSC does not arise merely from product exposure, but through psychological processes that connect platform features with the consumer experience.

In addition to engagement, trust is a central mechanism for explaining consumer decisions in digital environments characterized by uncertainty. Wongkitrungrueng and Assarut (2020) showed that perceived value in live streaming can build engagement through trust in products and trust in sellers. Guo et al. (2021) further demonstrated that trust in broadcasters, community members, and products is associated with customer engagement, with swift guanxi acting as a linking mechanism. Other evidence points to a trust-transfer process from trust in the streamer to trust in the product, which is subsequently associated with purchase intention and willingness to pay more (Chen et al., 2022). These findings suggest that trust in LSC is multidimensional and may be directed toward actors, products, and communities involved in the transaction.

The relationship between trust and purchase intention can also be explained through an uncertainty-reduction perspective. Lu and Chen (2021) showed that product demonstrations and instant interaction can function as signals that help consumers reduce product uncertainty and



build trust, which is ultimately associated with purchase intention. In the context of live-streaming endorsement, source-product congruence can also enhance perceived source trustworthiness, while trustworthiness together with hedonic attitudes toward the content is associated with intention to buy (Park & Lin, 2020). Thus, trust serves as an evaluative mechanism that enables consumers to assess source credibility and product suitability when information is received in a fast, interactive, and stimulus-rich setting.

Although trust and engagement are both frequently used to explain consumer behavior in LSC, their conceptual positions are not fully consistent across the literature. Some studies position engagement as a response to platform affordances and interaction (Sun et al., 2019; Xue et al., 2020), whereas other studies show that trust can mediate engagement or emerge through relational processes involving broadcasters, products, and communities (Wongkitrungrueng & Assarut, 2020; Guo et al., 2021). Meanwhile, the uncertainty-reduction approach positions trust as a mechanism more proximal to purchase intention (Lu & Chen, 2021). These differences suggest that trust and engagement may operate in parallel, sequentially, or reinforce each other depending on the stimuli and context of LSC.

This conceptual fragmentation creates a need to examine the relationship among trust, engagement, and purchase intention more integratively. A review that focuses

on only one construct risks overlooking how consumers simultaneously evaluate credibility, experience social presence, interact with streamers, and form intentions to purchase. Therefore, a narrative review is appropriate for connecting findings that use different theories, constructs, and empirical contexts without imposing methodological homogeneity across studies.

Based on this background, this study aims to examine the trust-engagement-purchase intention mechanisms in live streaming commerce through a focused narrative synthesis. The review addresses three questions: (1) how trust- and credibility-based mechanisms explain purchase intention; (2) how engagement and social experience connect LSC characteristics with purchase intention; and (3) how trust and engagement can be understood as complementary mechanisms that translate live-streaming stimuli into purchase intention.

B. Research Methodology

This study employed a focused narrative review approach. A narrative review was selected because the objective was to integrate and interpret findings from studies with diverse theoretical frameworks, constructs, and empirical contexts rather than to calculate pooled effect sizes or claim fully exhaustive coverage of the literature. Narrative reviews can be used to develop conceptual understanding and identify patterns, differences, and gaps within a field, but the



search and selection process should still be described transparently so that the synthesis can be evaluated (Green et al., 2006; Ferrari, 2015; Snyder, 2019). The type of review and the stages of searching, appraisal, synthesis, and analysis should be stated clearly so that readers can understand the scope and strength of the evidence presented (Grant & Booth, 2009). In addition, quality principles for narrative reviews, including clarity of purpose, description of the literature search, appropriate referencing, and scientific reasoning, were considered with reference to SANRA (Baethge et al., 2019).

Scopus was used as the primary search source to maintain consistency of metadata and multidisciplinary coverage across business, marketing, consumer psychology, and information systems. Scopus provides broad journal coverage, although every bibliographic database has limitations and coverage biases that should be acknowledged when interpreting search results (Mongeon & Paul-Hus, 2016). The search was conducted on September 11, 2026, using the TITLE-ABS-KEY field with the query: (("live streaming commerce" OR "live commerce" OR "live streaming shopping") AND (trust OR engagement OR "purchase intention")).

The initial search retrieved 408 documents. The results were then limited to the document type Article, leaving 304 documents. Restricting the language to English still yielded 304 articles, while applying the All Open Access filter resulted in 141 articles. These 141 articles were used

as a descriptive landscape to examine publication growth, prominent journals, authors, and countries or territories. Because 2026 was still in progress at the time of the search, the number of publications for 2026 was treated as a provisional count up to the search date and was not interpreted as a complete annual total.

Articles for in-depth synthesis were selected purposively, consistent with the characteristics of a focused narrative review. Studies were prioritized when they examined live streaming commerce or live-streaming shopping in a commercial context, assessed purchase intention or closely related purchasing responses, and investigated trust, trustworthiness, source credibility, engagement, social presence, interactivity, or relevant psychological mechanisms. Studies also had to be empirical, published in English, and available as verifiable full text. Seven full-text candidates were identified during the focused search; one download file was incomplete and could not be verified, leaving six complete articles as the core corpus. Data from each article were extracted into a matrix containing author and year, context, sample, theory, analytical method, major constructs, and findings. The analysis was conducted thematically by grouping findings into trust/credibility-based mechanisms, engagement-based mechanisms, and integrative mechanisms explaining their relationship with purchase intention.



The review used pragmatic eligibility criteria suited to a focused narrative synthesis. Studies were considered relevant when they examined a commercial live-streaming or live-shopping setting and addressed at least one mechanism directly connected with trust or credibility, engagement or social presence, and purchase intention. Studies centered on non-commercial live streaming, such as gaming or entertainment without a shopping outcome, were not treated as core evidence. Full-text availability was also necessary because the analysis required examination of the constructs, theoretical framework, methods, and reported relationships rather than reliance on titles or abstracts alone. Because the purpose was interpretive rather than exhaustive, the six core empirical articles were selected purposively from the accessible Scopus-derived literature pool according to conceptual relevance. This procedure is consistent with the flexibility of narrative reviews, in which transparent selection and interpretive synthesis are prioritized over statistical aggregation (Green et al., 2006; Ferrari, 2015; Snyder, 2019).

Data extraction was organized around the author and year, country or platform context, sample, theoretical perspective, analytical method, focal antecedents, trust- or engagement-related constructs, and purchase-intention outcomes. The synthesis then compared the studies across three analytical pathways: trust and credibility mechanisms, engagement and social-experiential mechanisms, and integrative

mechanisms in which informational, relational, and experiential cues converge. Methodological quality was considered narratively by examining whether each study reported a clear objective, theoretical basis, sample, analytical approach, and interpretable findings. The review therefore does not claim systematic exhaustiveness or meta-analytic effect estimation. Instead, it uses the wider 141-article Scopus pool as a descriptive landscape and the six complete, conceptually relevant empirical studies as the evidence base for focused interpretation. This distinction is important because narrative reviews should make their scope and selection logic explicit rather than imply a level of comprehensiveness that the design does not provide (Grant & Booth, 2009; Baethge et al., 2019).

C. Results and Discussion

The findings are presented at two levels. First, the 141 Scopus articles obtained after filtering were used to describe the broader development of the literature. Second, six full-text articles were analyzed in depth to construct a synthesis of trust-engagement-purchase intention mechanisms. This approach enables a broader mapping of the research context without obscuring the analytical focus on the studies that are most conceptually relevant.

Descriptive Profile of the Scopus Literature

The yearly distribution indicates rapid growth. Among the 141 open-access



articles, 2 were published in 2021, 23 in 2022, 15 in 2023, 26 in 2024, 32 in 2025, and 43 had been indexed in 2026 by the search date. This pattern indicates that LSC, trust, engagement, and purchase intention have become an increasingly active research area. However, the 2026 figure should not be interpreted as a final annual count because the publication year was not yet complete.

In terms of publication sources, *Frontiers in Psychology* was the most frequently represented journal in the 141-article dataset (15 documents), followed by *Journal of Theoretical and Applied Electronic Commerce Research* (12) and *Social Behavior and Personality* (7). Several journals contributed six articles each, including *Acta Psychologica*, *Cogent Business & Management*, *Journal of Retailing and Consumer Services*, and *Sustainability*. This distribution demonstrates the interdisciplinary nature of LSC at the intersection of marketing, consumer behavior, psychology, and electronic commerce.

Geographically, the literature was dominated by Asian affiliations. China appeared in 72 documents, followed by Malaysia (22), Thailand (17), South Korea (14), and Indonesia (13). Country counts are non-exclusive because a single document may include authors from more than one country. The dominance of Asian contexts is important because current interpretations of trust and engagement are largely shaped by Asian digital-commerce ecosystems and

may not be directly generalizable to other cultural settings.

Characteristics of the Core Studies

The six core studies covered Indonesia, Thailand, Vietnam, China, and Taobao users. All employed quantitative designs, although they differed in theoretical foundations and analytical techniques. This variation provides a useful basis for examining purchase intention mechanisms from the perspectives of engagement, credibility, technology acceptance, planned behavior, and information processing.

Chen et al. (2022). Indonesia; n = 525; Uses and Gratifications (U&G); SEM and fsQCA. Engagement in the form of emotional engagement, social presence, and immersion significantly increased purchase intention and virtual gift-giving intention.

Sawmong (2022). Thailand; n = 370; Uses and Gratification Theory and Source Credibility Theory; SEM. Entertainment, informativeness, expertise, and trustworthiness positively influenced purchase intention; trustworthiness and entertainment exerted the strongest effects.

Xu et al. (2022). Taobao; n = 226; Technology Acceptance Model (TAM) and Social Presence Theory; SEM. Interactivity influenced purchase intention both directly and indirectly through social presence, perceived usefulness, and perceived ease of use.

Apasrawirote and Yawised (2022). Thailand; n = 198; Theory of Planned Behavior (TPB); PLS and regression.



Consumer perception and the marketing mix shaped perceived value, whereas content marketing and influencer marketing shaped attitudes; perceived value and attitudes supported behavioral and purchase intentions.

Ngo et al. (2023). Vietnam, Generation Z; $n = 344$; PLS-SEM. Entertainment, information quality, interactivity, peer-customer evaluations, and streamer characteristics positively influenced purchase intention; streamer characteristics were the strongest predictor, whereas perceived risk was not significant.

Zhang et al. (2023). China; $n = 297$; Heuristic-Systematic Model (HSM); SmartPLS. Product quality and product fit, as well as streamer influence and expertise, increased purchase intention; information overload reduced perceived product fit but increased perceived streamer influence and expertise.

Synthesis of Trust and Credibility Mechanisms

The reviewed studies indicate that trust mechanisms more often appear through proxy constructs such as trustworthiness, expertise, streamer influence, information quality, and product fit rather than through a single uniform trust variable. Sawmong (2022) provides the most direct evidence: trustworthiness positively influenced purchase intention and was among the two strongest predictors together with entertainment. This suggests that source credibility serves as an important foundation when consumers must make

rapid decisions in a live-broadcast environment.

Zhang et al. (2023) show that this credibility function can also be explained through heuristic processing. Streamer influence and expertise positively affected purchase intention, whereas product quality and product fit represented more systematic evaluations. Notably, information overload reduced perceived product fit but increased perceptions of streamer influence and expertise. This finding suggests that when consumers' processing capacity is burdened, decision-making may shift from in-depth product evaluation toward simpler source cues. Trust in LSC, therefore, is not only a rational evaluation of information but can also be shaped by interpersonal credibility and information-processing conditions.

The findings of Ngo et al. (2023) reinforce the importance of social sources. Streamer characteristics were the strongest predictor of purchase intention among Vietnamese Generation Z consumers, while peer-customer evaluations and recommendations also had a positive effect. This pattern suggests that trust-related cues in LSC emerge in two directions: vertically, from consumers toward streamers or sellers; and horizontally, from consumers toward other consumers through comments, reviews, or recommendations.

Synthesis of Engagement Mechanisms

The engagement mechanism is most explicit in Chen et al. (2022). Their study showed that emotional engagement, social presence, and immersion significantly



increased purchase intention. Engagement, therefore, should not be understood merely as clicking, watching, or commenting, but as a psychological state in which consumers feel emotionally connected, experience social presence, and become immersed in the live-streaming experience.

Xu et al. (2022) explain how such states can develop. Interactivity increased social presence, perceived usefulness, and perceived ease of use, and all three mediated the effect of interactivity on purchase intention. This pathway shows that technological features become commercially relevant when they are translated into a more human and useful consumer experience. Social presence, in particular, acts as an important bridge between interactive features and purchasing outcomes because it reduces psychological distance between consumers and other actors in the live-streaming environment.

Apasrawirote and Yawised (2022) add the perspective that LSC involvement is also shaped by value and attitude. Although their study did not operationalize engagement as a central construct, the findings showed that consumer perceptions, the marketing mix, content, and influencers shaped perceived value and attitudes, which subsequently influenced behavioral and purchase intentions. These findings help place engagement within a broader process: consumers are more likely to become involved when the LSC experience is

perceived as valuable, relevant, and supported by attractive or credible sources.

Integrative Trust-Engagement-Purchase Intention Mechanism

The synthesis of the six studies does not support a single simple causal sequence, such as trust → engagement → purchase intention, across all contexts. Instead, the evidence suggests at least two pathways operating in parallel. The first is a cognitive-credibility pathway: product quality/fit, informativeness, expertise, trustworthiness, and streamer influence shape beliefs and evaluations that subsequently increase purchase intention. The second is an experiential-engagement pathway: interactivity, entertainment, social presence, and immersion increase engagement and strengthen purchase intention.

These two pathways may converge through bridging constructs. Social presence is the clearest example because it is simultaneously a dimension of social experience and a mechanism that can reduce interpersonal uncertainty. Similarly, streamer expertise can function as a credibility cue while also increasing engagement because consumers receive information perceived as more relevant and useful. Accordingly, the relationship between trust and engagement is better understood as complementary rather than as two entirely separate predictors.

Based on this synthesis, the proposed integrative framework is: LSC stimuli (interactivity, entertainment, information quality, streamer characteristics, social



evaluations, and information intensity) → trust/credibility-based evaluations and engagement-based states (social presence, emotional engagement, immersion, and perceived value) → purchase intention. The framework also accommodates the possibility that particular cognitive conditions, such as information overload, may alter the relative weight of the two pathways by reducing systematic processing and increasing reliance on source cues.

The review also reveals three limitations in the literature. First, few studies test trust and engagement simultaneously within the same model, meaning that the direction of their relationship cannot yet be established. Second, all core studies use cross-sectional quantitative designs, limiting causal inference and understanding of how trust or engagement changes over time. Third, the evidence is highly concentrated in Asian contexts, particularly Indonesia, Thailand, Vietnam, and China. Future research should test models that explicitly distinguish streamer trust, product trust, and platform trust while incorporating multidimensional engagement and actual purchasing behavior.

Information-Processing and Value Mechanisms

A further mechanism emerging from the reviewed studies concerns how consumers process product information and convert that information into value judgments. Zhang et al. (2023) provide the clearest dual-process explanation. Their

Heuristic-Systematic Model distinguishes systematic cues, such as perceived product quality and product fit, from heuristic cues represented by streamer influence and expertise. All four factors were positively associated with purchase intention. This pattern indicates that consumers do not rely on a single decision rule during live commerce. They may evaluate the substantive qualities of a product while simultaneously using the streamer as a shortcut for credibility and decision confidence.

The same study also demonstrates why information quantity should not automatically be equated with better decision quality. Information overload reduced perceived product fit while increasing perceptions of streamer influence and expertise. Under cognitively demanding conditions, consumers may therefore shift attention away from detailed product evaluation toward simpler source cues. This finding complements the trust and engagement perspectives because it identifies a cognitive condition under which streamer credibility can become especially salient. In practical terms, an engaging live session can stimulate attention, but excessive information may alter the basis on which consumers form purchase intentions rather than simply strengthening those intentions.

Ngo et al. (2023) and Apasrawirote and Yawised (2022) reinforce the importance of information and value assessment from different perspectives. Among Vietnamese Generation Z consumers, information



quality, interactivity, peer evaluations, and streamer characteristics were positively associated with purchase intention, with streamer characteristics emerging as the strongest predictor. In the Thai context, customer perception and marketing mix influenced perceived value, while content marketing and influencer marketing shaped attitudes that subsequently contributed to behavioral and purchase intentions. Together, these results suggest that purchase intention in live streaming commerce depends on a combination of informational adequacy, perceived value, source credibility, and the experiential conditions under which information is delivered.

Cross-Context Interpretation of the Evidence

The six core studies also reveal substantial contextual variation. Chen et al. (2022) examined Indonesian users of Facebook and TikTok and emphasized engagement through emotional involvement, social presence, and immersion. The two Thai studies emphasized different but complementary mechanisms: Sawmong (2022) focused on source credibility, entertainment, informativeness, and expertise, whereas Apasrawirote and Yawised (2022) used the Theory of Planned Behavior to connect perceived value, attitude, and behavioral intention with purchase intention. In Vietnam, Ngo et al. (2023) concentrated on Generation Z and highlighted the combined role of content, interactivity, peer evaluation, and streamer characteristics.

The Chinese and Taobao-based studies provide a more technology- and cognition-oriented explanation. Xu et al. (2022) integrated the Technology Acceptance Model with Social Presence Theory and demonstrated that perceived usefulness, perceived ease of use, and social presence mediate the effect of interactivity on purchase intention. Zhang et al. (2023), in contrast, used the Heuristic-Systematic Model to show that consumers alternate between product-centered systematic evaluation and streamer-centered heuristic evaluation. These differences are theoretically important because they show that the same behavioral outcome can be reached through different psychological routes depending on the platform, research model, and focal consumer experience.

At the same time, the concentration of the evidence in Asian contexts limits the extent to which the identified mechanisms can be assumed to operate identically elsewhere. The descriptive Scopus mapping similarly showed strong representation from China, Malaysia, Thailand, South Korea, and Indonesia. This does not weaken the observed relationships within the reviewed studies, but it does suggest caution in treating them as universal. Comparative evidence across cultures, platform ecosystems, and product categories is needed to determine whether trust, engagement, and information-processing mechanisms retain the same relative importance under different institutional and consumer conditions.



Research Gaps and Managerial**Implications**

Several research gaps follow from the synthesis. First, the evidence is fragmented because trust and engagement are rarely modeled together as distinct, simultaneous mechanisms. Trust is frequently represented through trustworthiness, expertise, perceived credibility, or product confidence, whereas engagement is represented through emotional engagement, immersion, social presence, interaction, or related experiential constructs. Future studies should therefore specify the target and dimensionality of trust and distinguish engagement from adjacent constructs before testing their causal order. Designs that compare trust → engagement, engagement → trust, and parallel mediation would directly address the central conceptual uncertainty identified in this review.

Second, all six core studies rely primarily on cross-sectional quantitative data, even when sophisticated methods such as SEM, PLS-SEM, or fsQCA are employed. Cross-sectional associations are valuable for identifying relationships but provide limited evidence about how trust and engagement develop over repeated live-streaming encounters. Longitudinal designs, controlled experiments, behavioral clickstream data, and actual transaction records would strengthen causal interpretation and help distinguish purchase intention from completed purchase behavior. Future research should also compare human streamers with virtual

or AI-mediated streamers, because source credibility and parasocial engagement may operate differently when the perceived social actor is non-human.

Third, the reviewed findings suggest that platform managers and sellers should avoid optimizing a single dimension of live streaming commerce. Trust-oriented strategies require accurate information, credible product claims, streamer expertise, and consistency between recommendations and product performance. Engagement-oriented strategies require real-time interaction, social presence, emotional involvement, and immersive presentation. The strongest commercial design is therefore likely to combine credible information with participatory experience, allowing consumers to feel involved without reducing the quality of their product evaluation.

Finally, information intensity requires careful management. Zhang et al. (2023) show that overload can shift consumers away from systematic product evaluation toward simpler streamer cues, whereas Ngo et al. (2023) demonstrate that information quality itself positively contributes to purchase intention. The managerial implication is not to maximize the volume of information, but to improve its relevance, clarity, timing, and consistency with the product demonstration. A balanced live-commerce environment should help consumers understand product quality and fit while using credible streamers and interactive features to create social reassurance and



engagement. Such a balance is more consistent with sustainable relationship building than reliance on urgency, confusion, or purely attention-driven tactics.

D. Conclusion

This focused narrative review examined how trust, engagement, and related mechanisms contribute to purchase intention in live streaming commerce. The wider Scopus search demonstrates that the field has expanded rapidly and is strongly represented in Asian research contexts, while the in-depth synthesis of six empirical studies shows that purchase intention cannot be explained by a single psychological pathway. Trust-related mechanisms operate through trustworthiness, expertise, source credibility, information quality, and confidence in product fit or quality. Engagement-related mechanisms operate through interaction, emotional engagement, social presence, immersion, perceived usefulness, and other experiential states that make live shopping more participatory than conventional e-commerce. The evidence also identifies an information-processing pathway in which consumers combine systematic evaluation of product attributes with heuristic judgments about streamers. Accordingly, trust and engagement are better understood as complementary components of a broader decision architecture rather than as isolated predictors. The review proposes that live-streaming stimuli influence purchase intention through overlapping cognitive,

relational, and experiential routes whose relative importance varies across contexts. For managers, this means that credible streamers, clear and relevant product information, and interactive social experiences should be designed together rather than optimized separately. For researchers, priority should be given to models that examine trust and engagement simultaneously, distinguish their dimensions and targets, and use longitudinal, experimental, or behavioral data to clarify causal ordering. Because the present review is purposive and limited to accessible Scopus-derived evidence, its conclusions should be interpreted as an integrative conceptual synthesis rather than an exhaustive representation of all live-streaming commerce research. Future narrative and systematic reviews can broaden the evidence base across databases, non-Asian contexts, platforms, and emerging forms of AI-mediated commerce.

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