

The Impact of Live-streaming Sales on Customer Loyalty: A Systematic Literature Review

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Table of Contents

Abstract	5
1. Chapter 1 – Introduction	6
1.1 Introduction.....	6
1.2 Research Rationale.....	7
1.3 The Research Question and Methodology	8
1.4 Structure of the Research	8
2. Chapter 2 – Literature Background.....	9
2.1 Customer Loyalty.....	9
2.1.1 Customer Loyalty and Trust.....	9
2.1.2 Customer Loyalty and Satisfaction	10
2.1.3 Customer Loyalty and Commitment.....	11
2.1.4 Customer Loyalty and Repurchase Intention.....	11
2.2 Conceptualizing Customer Loyalty	12
3. Chapter 3 – Methodology	14
3.1 Research Motivation	14
3.2 Development of a Review Protocol	15
3.3 Search Strategy	15
3.4 Inclusion and Exclusion Criteria.....	16
3.5 Data Sources	19
4. Chapter 4 – Results	20
4.1 Systematic Literature Findings	20
4.2 Literature Themes	21
4.2.1 Live Streaming Sales and Customer Loyalty.....	21
4.2.2 Live Streaming Sales and Customer Trust.....	22
4.2.3 Live Streaming Sales and Customer Satisfaction	23
4.2.4 Live Streaming Sales and Customer Commitment.....	24
4.2.5 Live Streaming Sales and Customer Repurchase Intention.....	25
5. Chapter 5 – Discussion	26
5.1 Live Streaming Sales and Customer Loyalty.....	26
5.2 Live Steaming Sales and Customer Trust	26
5.3 Live Steaming Sales and Customer Satisfaction.....	27
5.4 Live Steaming Sales and Customer Commitment	28
5.5 Live Steaming Sales and Customer Repurchase Intention	28

6. Chapter 6 – Conclusion.....	29
6.1. General Discussion	29
6.2 Practical Implications.....	31
6.3 Limitations	31
6.4 Future Research.....	31
6.5 Summary	32
7. References.....	33
Appendix 1	40

Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor used artificial intelligence tools or generative artificial intelligence tools (unless it is clearly stated, and referenced, along with the purpose of use), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

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Abstract

Live streaming sales, a newly emerging sales method, have gained significant popularity in recent years. Boosted by the COVID-19 pandemic, which significantly accelerated the growth of live streaming platforms, live streaming evolved from simple entertainment to incorporating business functions. Live streaming sales involve real-time interaction between streamers and viewers to promote and sell products or services, experiencing exponential growth in the past few years. However, existing research on the impact of live streaming sales on customer loyalty remains limited. This study aims to address this gap by conducting a systematic literature review to examine how live streaming sales influence customer loyalty. Four aspects of customer loyalty are examined separately: customer satisfaction, customer commitment, customer trust, and repurchase intention. The research systematically reviews 20 relevant studies on live streaming sales and customer loyalty, identifying key factors that contribute to fostering customer loyalty in this digital sales environment. This research fills a gap in the existing literature by identifying the key factors within live streaming sales that drive customer loyalty. However, a notable limitation is that most of the reviewed studies focus on the China market, which may limit the generalizability of the findings.

Key words: Live-streaming sales; Customer loyalty; Customer satisfaction; Customer commitment; Customer trust; Repurchase intention; Systematic literature review

1. Chapter 1 – Introduction

1.1 Introduction

This study investigates the influence of live streaming sales on customer loyalty through a systematic literature review. Specifically, it conducts a comprehensive analysis of existing research to examine how various aspects of live streaming sales impact customer loyalty. The systematic literature review methodology enables a thorough and structured exploration of the topic, synthesizing findings from multiple research articles to provide a holistic understanding of the relationship between live streaming sales and customer loyalty. Live streaming sales emerged in the last decade alongside the rapid evolution of digital technologies. They have transformed the retail landscape, serving as a powerful tool for brands and businesses to engage with customers. The first live streaming event to use the internet for a global broadcast was a game between the Seattle Mariners and the New York Yankees, aimed at reaching international fans (Zambelli, 2013). Traditionally, streaming was narrowly defined as a medium that allowed receivers to consume content simultaneously while downloading it (Gelman, Halfin, & Willinger, 1991). However, as technology advanced – improving video quality and broadband speeds—streaming became more prevalent, and its meaning expanded to include the cultural phenomenon of live broadcasts featuring user-generated content (Sjöblom & Hamari, 2017). The launch of YouTube in 2005 further revolutionized streaming, making it a hallmark of participatory online media and enabling traditional viewers to become broadcasters and content creators (Cha et al., 2007).

Streaming platforms have experienced rapid growth due to the high levels of interaction they enable between streamers and viewers. These platforms provide viewers with a unique user experience, including features such as direct chatting with streamers and direct payment options, which facilitate participatory and holistic communication between both parties (Sjöblom & Hamari, 2017). Consequently, live streaming platforms showcase significant advantages in engagement and involvement, enhancing the effectiveness of advertisements within the videos. A survey revealed that 25% of viewers feel live streaming platforms help them stay updated, 20% stated that these platforms make them feel connected to events, and 17% believe live streaming services feel more authentic than other mediums (Sullivan, 2017).

The unique nature of streaming services has seamlessly expanded into the e-commerce sector. Live streaming has become an increasingly popular method for engaging customers and driving sales. During the COVID-19 pandemic, global lockdowns significantly accelerated the growth of the live streaming industry, leading to a corresponding surge in the use of live streaming for sales purposes. Moreover, the integration of live streaming into e-commerce has revolutionized interactions between brands and consumers. Through real-time demonstrations, personalized responses to queries, and instant purchasing options, live streaming enhances the shopping experience (Wang, Li, & Zhang, 2022). This real-time engagement not only builds trust but also fosters a sense of community among viewers. As consumers continue to seek authentic and interactive experiences, live streaming's role in e-commerce is set to expand further, solidifying its position as a key driver of customer loyalty and sales.

1.2 Research Rationale

The internet has brought the world into a new era. Since the 1990s, the rapid growth of the internet and the emergence of new technologies have profoundly reshaped numerous industries, significantly altering the retail and marketing landscape as well. (Building Brands Marketing, 2024). Nowadays, with faster internet speeds and advancements in mobile phone technology, live streaming has become a significant trend across various sectors, profoundly influencing the retail and marketing industries (Xu, Wu, & Li, 2020). Live streaming has emerged as a powerful tool for engaging customers and fundamentally reshaping the e-commerce sector. In the United States, the live streaming market generated approximately \$18.5 billion in revenue in 2023 and is expected to reach \$65.1 billion by 2030, growing at a compound annual growth rate (CAGR) of 19.7% from 2024 to 2030 (Grand View Research, 2023). Similarly in China, live streaming e-commerce has become a dominant force in the retail sector. The market size increased from 0.19 trillion yuan in 2019 to an estimated 4.9 trillion yuan in 2023, with projections reaching 5.4 trillion yuan by 2026 (Statista, 2023). The rationale for this research is rooted in two main areas. On one hand, this study seeks to explore the impact of live streaming on customer loyalty. Customer loyalty is a crucial factor for business growth and profitability. Loyal customers not only make repeat purchases but also advocate for the brand, increasing its value through positive word of mouth (Dick & Basu, 1994). Understanding the factors that enhance customer loyalty can help businesses improve sales, expand their customer base, and boost profits. On the other hand, live streaming sales, as an innovative marketing tool, have gained immense popularity in recent years—a trend accelerated by the COVID-19 pandemic, which prompted widespread adoption of digital interaction during global lockdowns. (Razafinandrasana and Tamara, 2024)

Live streaming offers businesses a unique opportunity to receive immediate feedback and engage with customers in real time, presenting a novel method of connection (Chen et al., 2021). Investigating the factors that influence customer loyalty in this context provides valuable insights for effectively leveraging this approach. Moreover, this emerging phenomenon has garnered growing attention in academic research. While there is an expanding body of work on digital marketing, live streaming, and customer engagement, limited studies have focused specifically on the impact of live streaming sales on customer loyalty. The term ‘customer loyalty’ in this study refers to overall customer loyalty towards live streaming as a sales method. Given that research in this area is still in its early stages, the focus is on potential buyers of e-commerce platforms rather than distinguishing loyalty to specific streamers, channels, or brands. This broader perspective provides a foundational understanding of how live streaming influences customer loyalty in general, setting the stage for more targeted investigations in future research. Thus, it is important to study how live streaming sales affect customer loyalty, including repeat purchases, brand support, and long-term engagement. This will help fill the gap in research and improve our understanding of its impact on e-commerce.

1.3 The Research Question and Methodology

This study was developed based on the research rationale outlined as follows:

RQ: How do live streaming sales influence the customer loyalty?

This research seeks to uncover the mechanisms and factors through which live streaming sales influences customer loyalty. It aims to identify the specific elements within live streaming sales that contribute to various aspects of customer loyalty. To address this research question, the study employs a systematic literature review as its methodology. This approach involves a comprehensive and structured analysis of existing research, providing a thorough synthesis of the available evidence related to the topic (Snyder, 2019). By integrating findings from multiple studies, the systematic review offers a deeper understanding of the relationship between live streaming sales and customer loyalty. This methodology ensures an unbiased evaluation of prior research, identifying key themes, existing gaps, and areas for future investigation (Tranfield et al., 2003). The systematic literature review establishes a comprehensive understanding of the current state of knowledge on the topic, highlighting both the strengths and limitations of the existing literature (Okoli, 2015). Moreover, it pinpoints areas where further research is necessary, offering valuable insights and directions for future studies (Theile & Beall, 2024).

Thus, this research will contribute to a deeper understanding of contemporary consumer behaviour. Consumers increasingly seek shopping experiences that prioritize authenticity and interaction (Xu, Wu and Li, 2020). Live streaming sales offers a unique opportunity to meet these demands. By conducting this research, valuable insights can be added to the body of knowledge regarding consumer behaviour, particularly in relation to how live streaming sales influences customer loyalty. Ultimately, this research will contribute to the academic fields of digital marketing, live streaming sales, and consumer behaviour. It will also provide actionable guidelines for brands to effectively leverage live streaming sales as a tool to enhance customer loyalty.

1.4 Structure of the Research

This research is organized into several key sections. Following the introduction, the literature review will explore the concept of customer loyalty and outline the research motivation. Next, the methodology section will provide a detailed explanation of the systematic review process. The results and discussion section will present and interpret the findings. Finally, the conclusion will summarize the research outcomes and highlight their implications.

2. Chapter 2 – Literature Background

2.1 Customer Loyalty

Customer loyalty refers to a company's ability to retain customers and encourage them to continue purchasing its offerings over an extended period, outperforming competitors in this regard (Doyle, 2016). It is characterized by a customer's willingness to maintain a relationship with the company and engage in repeat purchases (Sundström, Hjelm-Lidholm, & Radon, 2019), as well as consistent interactions with the company's touchpoints (Herhausen et al., 2019). Customer loyalty has long been a central focus of marketing research, given its vital role in sustaining competitive advantages and ensuring long-term profitability. Early studies, such as Dick and Basu (1994), conceptualized loyalty as a multidimensional construct comprising both attitudinal and behavioral components. They highlighted the interplay between repeat patronage behavior and favorable attitudes as the foundation of loyalty. Building on this foundation, Oliver (1997, 1999) introduced a seminal framework that defined loyalty as a deeply held commitment to repurchase or re-patronize a preferred product or service, even in the face of situational influences or marketing efforts designed to encourage switching. Oliver's framework outlined a progression through cognitive, affective, and conative stages, culminating in action loyalty. Extensive research has also explored the role of trust, commitment, and satisfaction in fostering loyalty. Notable contributions include studies on customer commitment (Chatterjee & Srivastava, 2022; Kigen & de Villiers, 2024), customer trust (Orazgaliyeva, Abuzhalitova, & Sokhatskaya, 2024; Yesitadewi & Widodo, 2024; Kevin & Anandya, 2021), and customer satisfaction (Rusydi et al., 2024; Arthur et al., 2024). Consequently, this research will focus on four key aspects influencing customer loyalty: commitment, trust, satisfaction, and repurchase intentions.

2.1.1 Customer Loyalty and Trust

Customer trust refers to the confidence that customers place in a product or service (Khamitov, Rajavi, Huang, & Hong, 2024). Research consistently highlights the pivotal role of trust as a key driver of customer loyalty across various industries and contexts.

For instance, Orazgaliyeva et al. (2024) investigated customer loyalty in the pharmaceutical market, focusing on factors such as price, quality, promotion, satisfaction, awareness, and trust. Their findings emphasized trust as a critical factor in fostering loyalty towards domestic medication manufacturers. Similarly, Sann, Pimpohnsakun, and Booncharoen (2024) analyzed the impact of logistics service quality on customer satisfaction, trust, and loyalty in the bus transport sector, confirming trust as a significant contributor to loyalty. Arthur, Agbemabiese, Amoako, and Anim (2023) further demonstrated the importance of trust in a B2B context, showing its crucial role in securing long-term customer loyalty. In the domain of live streaming sales and online shopping, the relationship between trust and loyalty has been extensively validated. Wibawa and Setiawan (2021) explored trust's mediating role between eWOM, shopping experience, and loyalty in online shopping, finding trust to have a positive and significant impact on customer loyalty. Similarly, Mas-Machuca et al. (2021) examined quality, trust, satisfaction, and loyalty in on-demand ridesharing services, revealing that trust enhances customer loyalty to digital platforms.

Furthermore, Rombach, Kartikasari, Dean, Suhartanto, and Chen (2023) studied customer loyalty determinants in online food delivery services across Indonesia, Taiwan, and New Zealand, consistently identifying trust as a significant predictor of loyalty. Moreover, some studies suggest that trust acts as a mediator, amplifying the effects of other factors on customer loyalty. Nainggolan et al. (2022) highlighted trust's mediating role in the relationship between customer satisfaction and loyalty, demonstrating that trust significantly strengthens loyalty. Sachdev and Sauber (2023) explored the effects of employee–customer identification on the online shopping experience, trust, and loyalty among Chinese consumers. Their findings showed that customer trust, shaped by a connection with employees and perceptions of retailer adaptability, transforms these positive perceptions into greater loyalty. Additionally, Yeboah and Afrifa-Yamoah (2024) examined the interplay between social presence—defined as web presence, interaction, and the presence of others—and trust in online and in-store retail environments. They found that trust fully mediated the relationship between web presence, interaction, and loyalty, while partially mediating the relationship between the presence of others and loyalty. Collectively, these studies underscore the critical role of trust as both a direct driver of customer loyalty and a mediator that enhances the impact of other factors, making it indispensable for building and sustaining long-term customer relationships.

2.1.2 Customer Loyalty and Satisfaction

Customer satisfaction refers to the degree to which a customer's expectations are met or exceeded by their experiences with a product or service. It is widely regarded as the foundation of customer loyalty (Oliver, 1999). Numerous studies have emphasized the pivotal role of customer satisfaction in fostering loyalty. For instance, Arokiasamy (2013) explored the influence of customer satisfaction on loyalty and switching intentions in the banking industry, revealing a strong positive correlation between satisfaction and loyalty. Similarly, Nasir, Adil, and Dhamija (2021) examined the satisfaction levels of two-wheeler owners regarding after-sales services, concluding that satisfied customers are more inclined to remain loyal to their service providers. In the context of online services, Alkufahy, Al-Alshare, and Qawasmeh (2023) investigated the mediating role of perceived value in the relationship between customer satisfaction and loyalty in online marketing. Their study confirmed that satisfaction significantly influences customer loyalty. Pal, Funilkul, and Eamsinvattana (2022) analyzed university students' satisfaction with online food delivery applications during the COVID-19 lockdown and identified satisfaction as the strongest predictor of loyalty. Similarly, Koay, Chang, and Cheah (2022) found that satisfaction is essential for fostering customer loyalty in Malaysia's online food delivery industry. Gautam and Sah (2023) extended this perspective to the context of online banking, demonstrating that e-customer satisfaction strongly impacts e-customer loyalty.

Customer satisfaction also often serves as a mediator in studies investigating the drivers of customer loyalty. For example, Erjavec, Šuster Dmitrović, and Povalej Bržan (2016) assessed the relationship between customer satisfaction, loyalty, and their antecedents across three service industries, finding that satisfaction mediates the relationship between antecedents and loyalty in all industries studied. Al Karim and Karim (2024) proposed

that customer satisfaction mediates the link between social sustainability and loyalty in the hotel sector, underlining a positive relationship between satisfaction and loyalty. Similarly, Gautam and Sah (2023) highlighted that e-customer satisfaction mediates the association between online banking service quality and e-customer loyalty, showing that superior online services boost satisfaction, which, in turn, strengthens loyalty. Alzaydi (2023) examined the banking sector and concluded that satisfaction mediates the relationship between service quality and loyalty. Overall, these findings consistently affirm the central role of customer satisfaction – not only as a direct driver of loyalty but also as a key mediator in enhancing the impact of various factors on customer loyalty.

2.1.3 Customer Loyalty and Commitment

Customer commitment refers to a customer's enduring desire to maintain a valued relationship with a brand or company (Moorman, Zaltman, and Deshpande, 1992). It transcends satisfaction and trust, reflecting a deeper level of attachment that plays a pivotal role in fostering customer loyalty. An early study by Fullerton (2003) employed an experimental design to examine customer commitment in relationships between customers and service providers. The findings revealed that when commitment stems from shared values and identification, it positively influences customer loyalty. Furthermore, both forms of customer commitment—*affective* and *calculative*—were found to significantly interact in driving customer loyalty. Dagger, David, and Ng (2011) investigated customer commitment across nine service industries and concluded that relationship commitment is a primary driver of customer loyalty. Similarly, Richard and Zhang (2012) studied the travel industry using a corporate image–commitment–loyalty model. Their findings highlighted the critical role of affective commitment in predicting customer loyalty. Hur and Kang (2012) explored the relationship between three types of customer commitment and loyalty behavior, confirming that commitment substantially impacts loyalty. Lariviere, Keiningham, and Cooil (2014) also identified customer commitment as a significant antecedent to loyalty. Further evidence comes from Jackson, Lubbe, and Roberts-Lombard (2018), who investigated relationship commitment and loyalty in South Africa's road transport industry. Their results demonstrated that customer commitment directly and positively influences loyalty. Similarly, Izogo (2017) examined the link between customer commitment and loyalty, affirming that commitment positively affects loyalty behaviors. More recently, Shukla, Misra, and Gupta (2023) underscored the enduring relevance of customer commitment in predicting loyalty behaviors. Their study confirmed a strong association between customer commitment and loyalty, aligning with earlier research findings. Overall, customer commitment consistently emerges as a fundamental factor driving customer loyalty across diverse industries and contexts. Its role as both a direct influencer and a mediator in loyalty-related behaviors underscores its importance in relationship management strategies.

2.1.4 Customer Loyalty and Repurchase Intention

Customer loyalty and repurchase intention are critical concepts in marketing and consumer behaviour. While repurchase intention reflects a customer's likelihood of continuing to purchase from the same brand, it can

occur without true loyalty when influenced by external factors such as convenience or incentives. In contrast, customer loyalty is characterized by a strong attitudinal foundation that drives repeat purchases as a natural outcome. Conceptually, loyalty is a broader construct, with repurchase intention serving as one of its key behavioural indicators. Therefore, in this study, repurchase intention is recognized as a behavioural manifestation of customer loyalty. An early study by Yi and La (2004) examined the factors influencing the relationship between customer satisfaction and repurchase intention, focusing on adjusted expectations and customer loyalty. Their findings suggested that customer loyalty is directly linked to repurchase intention, with customer satisfaction acting as a mediator. Similarly, Topcu and Duygun (2015) explored the impact of customer loyalty on negative word-of-mouth communication and repurchase intention in the banking industry, concluding that loyalty significantly increases the likelihood of repurchase intentions. In the context of e-commerce, Savila, Wathoni, and Santoso (2019) investigated the role of multichannel integration, trust, and offline-to-online customer loyalty in influencing repurchase intention. Their findings confirmed that customer loyalty plays a key role in driving repurchase intentions in O2O (online-to-offline) commerce. Mangolele and Zulu (2022) analyzed factors affecting consumer satisfaction and repurchase intention for locally manufactured clothing brands in South Africa, finding a strong relationship between loyalty and repurchase intention. Further insights are provided by Severesia, Utomo, and Natalia (2022), who studied customer loyalty and repurchase intention in the beverage manufacturing industry within a B2B (business-to-business) context. Their research concluded that customer loyalty significantly impacts repurchase intentions. Similarly, Masitenyane and Dhurup (2023) examined B2B loyalty and repurchase intentions in South Africa's concrete product market. They identified a chain of effects, showing that customer satisfaction positively influences loyalty, which in turn drives repurchase intentions. In summary, the relationship between customer loyalty and repurchase intention is well-established across various industries and contexts. Loyalty acts as a foundational element that enhances customers' likelihood of repurchasing, emphasizing its importance as a key driver of long-term business success.

2.2 Conceptualizing Customer Loyalty

Customer loyalty represents a customer's intended relationship with a product or service, characterized by repeat purchases, active engagement, and resistance to switching to other providers (Oliver 1997, 1999). While there are various definitions of customer loyalty with differing components, this article proposes that customer loyalty is formed by four key elements: trust, commitment, satisfaction, and repurchase intention. Existing research supports the notion that these four elements significantly influence customer loyalty. Among these elements, trust serves as the foundation of loyalty. It reflects customers' confidence in the reliability of a product or service, fostering a sense of security in the ongoing relationship (Morgan and Hunt 1994). Studies have consistently confirmed the positive relationship between trust and customer loyalty (Mas-Machuca et al., 2021; Arthur, et.al., 2023; Orazgaliyeva et al., 2024). Commitment, on the other hand, refers to customers' emotional attachment to a product or service. It represents a deeper bond driven by shared values and the perceived cost of switching, both of which significantly impact customer loyalty (Fullerton 2005). Satisfaction

is another critical component of loyalty, representing the degree to which a product or service meets or exceeds customer expectations (Oliver, 1999). Satisfied customers are more likely to remain loyal and engage in repeat purchases. Lastly, repurchase intention, a behavioural aspect of loyalty, reflects the likelihood of a customer choosing the same product or service for future purchases (Yi and La, 2004). While repurchase intention is not a driver of customer loyalty, it serves as one of its key indicators within the customer loyalty framework. As a result, this study conceptualizes customer loyalty within a comprehensive framework comprising trust, commitment, satisfaction, and repurchase intention.

3. Chapter 3 – Methodology

3.1 Research Motivation

The study will employ a systematic review methodology to examine how live streaming sales can enhance customer loyalty in a broader context. The systematic review has become an important research method for scholars. According to Kitchenham and Charters (2007), the most common reasons for adopting this methodology are, first, its ability to summarize existing evidence related to the research topic. This includes empirical evidence regarding the benefits and limitations of the topic. The goal is to provide a comprehensive overview of what is known about the subject, which helps in understanding the current state of knowledge and evaluating the research topic. For example, in this study, the review will summarize empirical evidence on how live streaming sales impacts customer loyalty, including factors such as customer satisfaction, customer trust, and customer commitment. Limitations, such as potential challenges with live streaming sales or its negative impacts, will also be reviewed and highlighted.

Second, a systematic review helps identify research gaps and suggests areas for further research (Munn, Peters, Stern, Tufanaru, McArthur, and Aromataris, 2018). By examining the existing body of research, the systematic review will identify unanswered questions in the field. The identified research gaps will help guide future research to address these shortcomings and expand existing knowledge. In the context of live streaming sales and customer loyalty, since live streaming sales is a relatively new technology that has become popular in recent years, there is limited research on how live streaming sales impacts customer loyalty. By conducting the systematic review in this area and recognizing these gaps, the study will suggest that future research should focus on exploring the effects of live streaming sales on customer loyalty, including its impact on customer satisfaction, trust, and commitment.

The third reason to conduct the systematic review is to provide a framework or background for positioning further research activities. The systematic review can offer a structured approach to synthesizing existing knowledge, identifying research gaps, and positioning new studies (Zarei 2025). It also provides a clear overview of the current state of research, emerging trends, and areas that require further investigation. By understanding the existing research and identifying gaps, researchers can better position their new studies to build on current findings and address unresolved issues effectively. For this research, the systematic review approach will be used to review existing studies on live streaming sales and customer loyalty. Research gaps will be identified, and their importance will be addressed. With this grounded knowledge from existing research, further studies can make meaningful contributions to the relevant field.

3.2 Development of a Review Protocol

The review protocol is a detailed plan for conducting a systematic review and provides method for selecting primary studies. For this research, the review protocol described as following:

Review Protocol:

1. Overview of the study's background and context.
2. Key research questions guiding the systematic review.
3. Search strategy
 - a. Formulation of Search Strings
 - b. Identification of Databases and Resource
4. Study Selection Criteria
 - a. Criteria of Inclusion
 - b. Criteria of Exclusion
5. Study Selection Process
6. Study Quality Assessment
 - a. Checklist for evaluating the quality of selected studies.
7. Data Extraction strategy
 - a. Preliminary analysis
 - b. Secondary analysis
8. Data Synthesis

3.3 Search Strategy

The study conducts a systematic literature review using the best available evidence, primarily from past research, which the existing research articles related to the topic, to draw conclusions and provide a foundation for making recommendations (AUT, 2004). The study aims to identify factors in live-streaming sales that affect customer loyalty. The systematic review procedure follows the PRISMA guidelines by Siddaway, Wood, and Hedges (2019). The search was conducted in English-language, peer-reviewed academic journals published between 2019 and 2024, covering the past 10 years. Only studies on live streaming in the e-commerce sector were selected, excluding live streaming in other contexts. The database chosen is the AUT Library journal database, an integration of various specialized databases such as ScienceDirect, Scopus, Sage, and Taylor & Francis. The following terms were used in the literature search: 'Live Streaming sales/e-commerce/commerce and/or Customer Loyalty/Loyalty', 'Live Streaming sales/e-commerce/commerce and/or Customer Satisfaction', 'Live Streaming sales/e-commerce/commerce and/or Customer Trust', 'Live Streaming sales/e-commerce/commerce and/or Customer Commitment', and 'Live Streaming sales/e-commerce/commerce and/or Repurchase Intention'. Table 1 presents the databases searched and the number of the articles found for each area.

3.4 Inclusion and Exclusion Criteria

The article search identified 170 articles was related to four areas, which are live streaming sales and customer loyalty – 12 articles; live streaming sales and customer satisfaction – 48 articles; live streaming sales and customer trust – 82 articles; live streaming sales and customer commitment – 4 articles; live streaming sales and repurchase intention 9 articles. All articles were then subjected to a screening process in which titles and abstracts were reviewed to apply the inclusion criteria. This criterion was specifically developed to identify the impact of live streaming sales on customer loyalty, as well as its effects on loyalty-related factors such as trust, satisfaction, commitment, and repurchase intention. The inclusion criteria for this systematic review include English language, peer-reviewed journal articles, published between 2019 to 2024 in the electronic database. Setting the last five years as a benchmark ensures this systematic review includes the most recent studies, exploring current trends, perspectives, and the latest technological innovations. This timeframe is particularly relevant for livestreaming sales, as it is a relatively new and rapidly evolving marketing tool. This review excludes papers not written in English, as well as those translated into English. It also excludes book chapters, news articles, non-peer-reviewed articles, and editorials.

Table 3.1.

Database	Area	No. of articles found
AUT library database	Live Streaming Sales and Customer Loyalty	12
AUT library database	Live Streaming Sales and Customer Satisfaction	48
AUT library database	Live Streaming Sales and Customer Trust	82
AUT library database	Live Streaming Sales and Customer Commitment	4
AUT library database	Live Streaming Sales and Repurchase Intention	9

Table 3.2 outlines all the inclusion and exclusion criteria utilized in this review. For inclusion criteria, only full-text papers are included to ensure that all necessary methodological and analytical details are accessible for a comprehensive review and analysis. Academic journals are prioritized as they undergo rigorous peer review, ensuring the reliability and academic integrity of the included studies. English is selected as the primary language to maintain consistency in the interpretation of findings and to ensure that the reviewer can adequately assess the content. The time frame of 2019-2024 is chosen to capture the most recent and relevant studies, particularly given the rapid evolution of live streaming sales as a marketing strategy. For exclusion criteria, Non-English papers are excluded to maintain linguistic consistency and prevent potential biases in translation and interpretation. Conference papers, book chapters, and non-peer reviewed articles are excluded

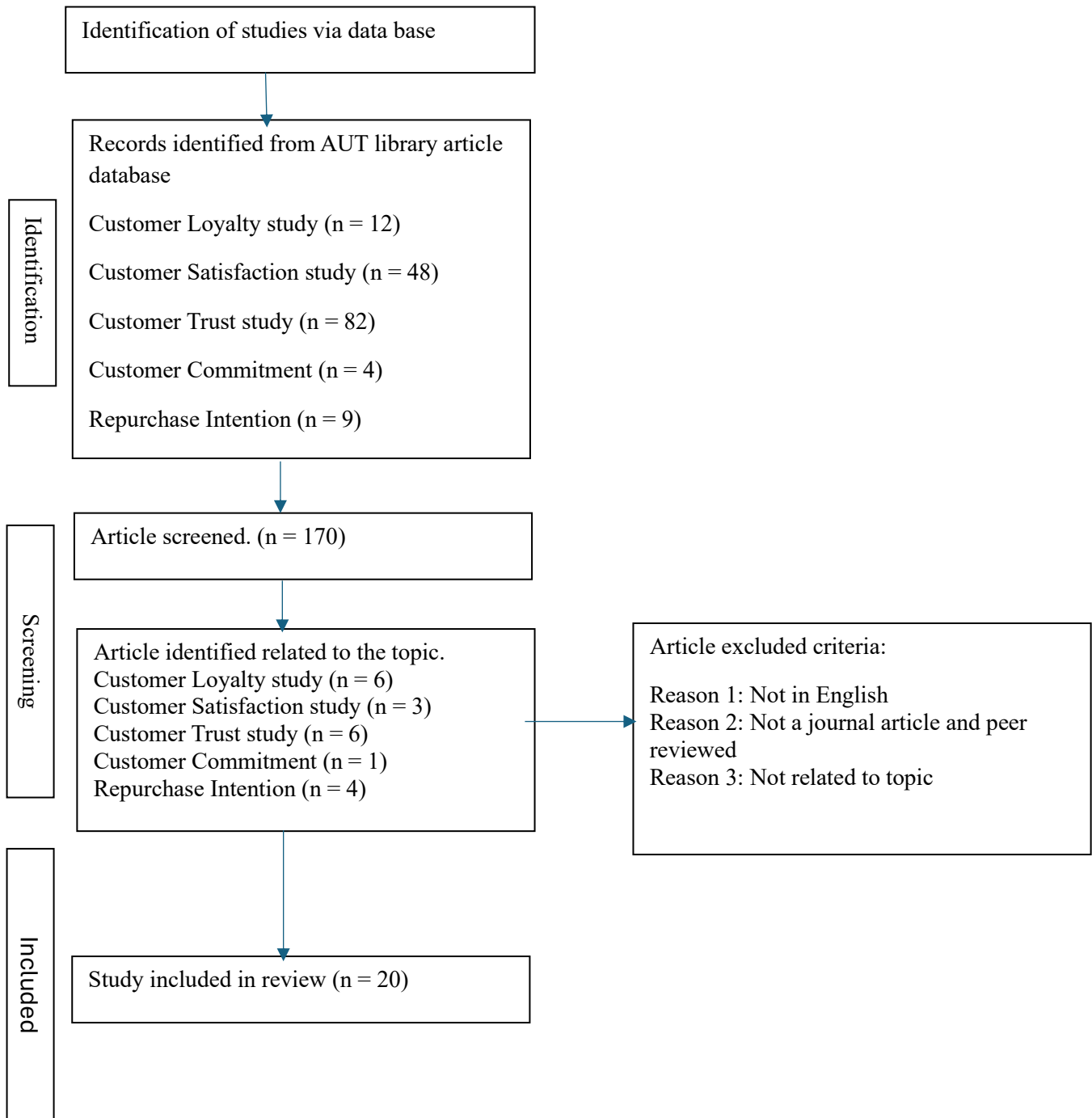
to focus solely on peer-reviewed academic journal articles that provide comprehensive research findings. Uncompleted studies are excluded to ensure that the findings presented are based on fully executed research, providing complete data and conclusions that can be critically evaluated.

Table 3.2.

Inclusion criteria	Exclusion criteria
Full text paper Academic journal Paper written in English Paper within the period of 2019 – 2024	Papers not written in English Conference paper, book chapters and non-peer reviewed articles Uncompleted studies

Following this procedure, 20 articles relating to the impact of live streaming sales on customer loyalty in 5 different perspectives were identified. The *PRIMSA Flow Diagram* is presented in Figure 3.1

Figure 3.1. PRIMSA Flow Diagram



3.5 Data Sources

The database utilized for this research will be the AUT Library Journal Database. This database integrates numerous reputable sources, offering extensive coverage across various disciplines. The AUT Library Database provides a comprehensive range of academic information, ensuring that the review includes articles from high-quality and credible research sources. It also allows the review to capture the latest advancements and trends in live streaming sales. Furthermore, as an electronic resource, it encompasses studies from around the world. Given that live streaming sales is a newly emerging research area, access to international journals enhances this study by incorporating diverse demographic perspectives. In order to gather a collection of the effects of living streaming sales in customer loyalty and other related factors, the key words for retrieval have been modified to 'live streaming sales', 'live streaming ecommerce' and 'live streaming commerce', allowing for the creation of multiple combinations of these key works. Table 3.3 present the database and the keywords used for the search

Table 3.3.

Database	Search keyword
AUT library database	Live Streaming Sales/Ecommerce/Commerce and/or Customer Loyalty/ Loyalty
AUT library database	Live Streaming Sales/Ecommerce/Commerce and/or Customer Satisfaction/Satisfaction
AUT library database	Live Streaming Sales/Ecommerce/Commerce and/or Customer Trust/Trust
AUT library database	Live Streaming Sales/Ecommerce/Commerce and/or Customer Commitment/Commitment
AUT library database	Live Streaming Sales/Ecommerce/Commerce and/or Repurchase Intention

4. Chapter 4 – Results

4.1 Systematic Literature Findings

In this review, a systematic search of the AUT library database identified a total of 465 articles. The literature on live streaming sales and its impact on customer loyalty has been categorized into several key areas. First, there are articles that directly address customer loyalty. Second, this review includes articles that relate to three critical aspects of customer loyalty: customer satisfaction, customer trust, and customer commitment. Lastly, the review examines articles focused on customer repurchase intention. After screening the titles and abstracts of the identified articles, a total of 20 full-text articles were deemed eligible for inclusion in this review, all of which were qualitative research studies. Among these 20 studies, 6 were related to customer loyalty, 6 to customer trust, 3 to customer satisfaction, 1 to customer commitment, and 4 to customer repurchase intention. This categorization underscores the multifaceted nature of customer loyalty in the context of live streaming sales and highlights the importance of these interrelated constructs in shaping customer behaviour.

The geographical distribution of the studies reveals a notable concentration of research conducted in mainland China, with 16 out of the 20 studies sourced from this region. While the remaining studies cover diverse cultural contexts such as Spain, Thailand, Hong Kong, and Taiwan, the focus on China may present both strengths and limitations. On one hand, the emphasis on China underscores the importance of understanding customer behavior in a rapidly expanding live streaming e-commerce market. On the other hand, the overrepresentation of Chinese samples may limit the generalizability of findings to other cultural contexts. Furthermore, while the studies cover distinct aspects of customer behaviour—such as loyalty (Spain), trust (Thailand), satisfaction (Hong Kong), and repurchase intention (Taiwan)—the findings are presented without critical comparison or synthesis. For instance, do the effects of trust on loyalty observed in Thailand align with or contradict the findings from Spain? Is there evidence that cultural factors, such as collectivism or uncertainty avoidance, moderate these relationships differently across regions? Identifying and discussing such nuances can provide a more comprehensive understanding of how contextual factors may shape customer behaviour in live streaming e-commerce.

Among the six studies focused on measuring customer loyalty, the Likert Scale was utilized to convert qualitative research into quantitative data. Customer loyalty was assessed using a 5-point Likert Scale in the studies by Kim, Chen, and Kim (2023) and a 7-point Likert Scale in the works of Li and Lee (2024), Yun, Lee, Cottingham, and Hyun (2023), Alcántara-Pilar et al. (2024), and Ye, Batool, and Huang (2023). Similarly, the six studies examining customer trust also employed the Likert Scale for measurement. Of these, two studies utilized a 5-point Likert Scale (Guo, Hu, Lu, & Ma, 2021; Zhao, Yang, & Zhao, 2024), while three studies adopted a 7-point Likert Scale (Wongkitrungrueng & Assarut, 2020; Hou & Hou, 2024; Wang & Lee, 2023). One study, conducted by Zhang et al. (2022), did not specify the data collection method but indicated that it gathered empirical data. In the three studies related to customer satisfaction, all utilized a 5-point Likert Scale (Wang, Fang, & Pan, 2024; Ng et al., 2023; Ma, 2021). Additionally, one study on customer commitment measured this construct using a 7-point Likert Scale (Lai, Aw, & Tan, 2024). Finally, four studies focused on

customer repurchase intention were identified, all employing a 7-point Likert Scale for measurement (Meng & Lin, 2023; Ko & Ho, 2024; Li, Mohd Mokhtar, & Ahmad, 2024; Yi, Chen, & Yang, 2024). This consistency in measurement tools across different studies enhances the reliability of the findings related to customer behaviours in various contexts. The reviewed articles are summarised have provided in Appendix 1.

4.2 Literature Themes

4.2.1 Live Streaming Sales and Customer Loyalty

Across the reviewed studies, it is suggested that trust and satisfaction serve as the foundation of loyalty. Research by Kim, Chen, and Kim (2023) and Li and Lee (2024) demonstrated that trust plays a more significant role than satisfaction in fostering loyalty, particularly by mitigating perceived risks in online transactions. Trust is also enhanced by factors such as professional explanations by broadcasters and the credibility of influencers (Alcántara-Pilar et al., 2024). Satisfaction, meanwhile, acts as a reinforcement mechanism, where positive experiences promote repeat purchases and loyalty. Secondly, the research shows that perceived value, including economic, social, and emotional factors, is crucial in live streaming sales. The study by Kim et al. (2023) confirms that economic and emotional values are particularly influential in enhancing trust and satisfaction. In contrast, social value predominantly affects satisfaction rather than trust, and its impact may vary depending on the live streaming sales context. Thirdly, the dynamic and interactive nature of live streaming sales uniquely supports customer engagement. Studies by Yun et al. (2023) and Ye et al. (2023) highlight real-time interactivity as a critical factor in building satisfaction, trust, and eventual loyalty. Real-time interactivity fosters a sense of connection and responsiveness, which is particularly important in maintaining customer attention and commitment. Additionally, security and privacy measures act as moderators, strengthening the relationship between satisfaction and loyalty. Moreover, customer engagement and value co-creation have also emerged as important themes in the reviewed customer loyalty literature. Ye et al. (2023) emphasized that while engagement alone does not directly lead to loyalty, it facilitates value co-creation—a collaborative process where businesses and customers enhance products or services together. This process bridges the gap between live streaming sales experiences and long-term loyalty. Additionally, loyalty can be fostered by brand image and professionalism, as pointed out by Li and Lee (2024). Positive brand perceptions and professional explanations by broadcasters enhance perceived quality and service standards, thereby boosting customer trust and satisfaction, ultimately leading to customer loyalty.

Finally, Jia (2024) connected competitive advantage and innovation to customer loyalty in the live streaming sales context. The study suggests that businesses that keep innovating and offering unique advantages, like better products or distinctive live streaming sales formats, are more likely to build customer loyalty. Moreover, competitive advantage acts as a mediating factor, amplifying the influence of innovation capability on loyalty. In summary, the following key points from the existing research within the live streaming sales context impact customer loyalty. Firstly, in the live streaming sales setting, these studies confirm that customer satisfaction and trust have a significant influence on loyalty. Secondly, perceived value, which includes economic, social, and emotional values, plays a crucial role. Thirdly, real-time interactivity is a key factor in online

communication, while security and privacy strengthen the relationship between satisfaction and loyalty. Fourthly, customer engagement and value co-creation through collaboration between customers and businesses also foster customer loyalty. Additionally, brand image and professional explanations can boost perceived value, quality, and service standards, thereby enhancing customer trust and satisfaction, which in turn leads to increased customer loyalty. Finally, competitive advantage and innovation capability have direct and mediating effects on customer loyalty.

The following table shows the factors from live streaming sales that affect customer loyalty.

Table 4.1. Live streaming sales and customer loyalty

Perceived value (Economic)	—————▶	Customer loyalty
Perceived value (Social)	—————▶	Customer loyalty
Perceived value (Emotional value)	—————▶	Customer loyalty
Real-time interactivity	—————▶	Customer loyalty
Security and privacy	—————▶ Customer satisfaction —————▶	Customer loyalty
Customer engagement	—————▶ Collaboration —————▶	Customer loyalty
Value co-creation	—————▶ Collaboration —————▶	Customer loyalty
Brand image	—————▶ Customer trust and satisfaction —————▶	Customer loyalty
Professional explanation	—————▶ Customer trust and satisfaction —————▶	Customer loyalty
Competitive advantage	—————▶	Customer loyalty
Innovation capability	—————▶	Customer loyalty
Streamer attractiveness	—————▶	Customer satisfaction
Streamer expertise	—————▶	Customer satisfaction

4.2.2 Live Streaming Sales and Customer Trust

The reviewed studies highlight the multifaceted nature of trust and its critical role in shaping customer engagement, loyalty, and behaviour in live streaming commerce. Customer trust in live streaming commerce is multidimensional, comprising trust in streamers, products, brands, and the live streaming sales platform. Early studies, such as Guo et al. (2020) and Wongkitrungrueng & Assarut (2020), emphasized that trust serves as the foundation for customer engagement and loyalty. These studies identified pathways through which trust develops, including direct effects (e.g., trust in sellers) and sequential influences (e.g., trust in products leading to trust in sellers). Secondly, interactive features such as two-way communication, real-time interactivity, and synchronicity are critical in building customer trust. For instance, Zhang et al. (2022) demonstrated that interactive features not only enhance trust but also increase continuance intentions in live streaming commerce. Additionally, relational bonds—financial, social, and structural—contribute significantly to trust formation. Wang and Lee (2023) highlighted how these bonds directly influence trust in live streamers, which subsequently impacts trust in products and continuance purchase intentions. Thirdly, customer trust is also influenced by technical factors of live streaming sales platforms, such as visibility, personalization, and robust security measures. This was confirmed by Zhao et al. (2024), who suggested the role of technical enablers like information visibility and functional design in fostering trust. These factors enhance the sense of presence, authenticity, and overall reliability of the platform, strengthening customer trust.

Moreover, the research suggested that personal factors, specifically the characteristics of streamers themselves, are central to trust-building. Expertise, credibility, professional communication, and authenticity contribute significantly to customer trust, as shown in studies by Hou & Hou (2024) and Alcántara-Pilar et al. (2024). The trust-attachment mechanism described by Hou & Hou (2024) demonstrated how trust in streamers and brands creates attachment, reinforcing the role of streamers in cultivating trust and loyalty. Additionally, perceived value also shapes trust by influencing customer perceptions of the live streaming sales experience. The study by Wongkitrungrueng & Assarut (2020) illustrated that symbolic value directly impacts trust in sellers, while utilitarian and hedonic values influence trust indirectly. Visual appeal and informational content further enhance trust through perceived value, as demonstrated by Zhao et al. (2024). Finally, the reviewed studies collectively present a comprehensive framework for trust-building in live streaming commerce. Trust develops through the interplay of interactive features, technical enablers, personal factors, and platform-specific elements. This trust mechanism not only fosters customer engagement but also strengthens continuance intentions and loyalty.

The following table shows the factors from live streaming sales that affect customer trust.

Table 4.2. Live streaming sales and customer trust

Interactive (Two-way communication)	—————>	Customer trust
Interactive (Real-time)	—————>	Customer trust
Interactive (Synchronous Engagement)	—————>	Customer trust
Streamer expertise	—————>	Customer trust
Streamer credibility	—————>	Customer trust
Streamer professional communication	—————>	Customer trust
Streamer authenticity	—————>	Customer trust
Live streaming experience (Visual appeal)	—————>	Customer trust
Live Streaming experience (Informational content)	—————>	Customer trust
Platform factor (Reputation)	—————>	Customer trust
Platform factor (User interface design)	—————>	Customer trust
Rational bonds (Financial, social and structural)	—————>	Customer trust

4.2.3 Live Streaming Sales and Customer Satisfaction

The systematic review highlights the critical role of satisfaction as an outcome of the live streaming experience and a driver of customer loyalty. The following outlines the key factors contributing to customer satisfaction within the live streaming context. Customer satisfaction in live streaming commerce is influenced by multiple dimensions, including the quality of information, services, and arguments. Ma (2021) emphasized that these elements are shaped by source expertise and media richness, highlighting the importance of credible, well-presented content in enhancing satisfaction. This foundational study underscores the role of live streaming’s informational and experiential quality in shaping customer perceptions. Secondly, the research suggests that perceived serendipity, social presence, and quality of presentation are key drivers of customer satisfaction in live streaming commerce (Ng et al., 2022). The interactive and immersive nature of live streaming sales not only enhances satisfaction but also helps customers integrate live streaming sales experiences into their

decision-making processes. Moreover, the study confirms that perceived value significantly boosts satisfaction, showcasing the importance of creating meaningful and engaging live streaming sales experiences. Thirdly, in a specific context, Wang et al. (2024) examined the satisfaction of green agricultural products in live streaming sales and suggested four specific antecedents: commodities, live-streaming platforms, live-streaming content, and supporting services as significant contributors to customer satisfaction. Among these, live-streaming platforms exerted the strongest direct influence, while commodities had the most substantial indirect and overall impact. This highlights the importance of both platform functionality and product-related factors in driving satisfaction. Lastly, the reviewed studies also explore the connection between customer satisfaction and loyalty. Wang et al. (2024) suggested that satisfaction fosters loyalty when consumers perceive significant differences between competing brands. Similarly, Ng et al. (2022) and Ma (2021) implied that satisfied customers are more likely to exhibit repeat purchasing behaviors and develop long-term loyalty.

The following table shows the factors from live streaming sales that affect customer satisfaction.

Table 4.3. Live streaming sales and customer satisfaction

Quality of information	—————▶	Customer satisfaction
Services	—————▶	Customer satisfaction
Arguments	—————▶	Customer satisfaction
Perceived serendipity	—————▶	Customer satisfaction
Social presence	—————▶	Customer satisfaction
Quality of presentation	—————▶	Customer satisfaction
Perceived value	—————▶	Customer satisfaction
Commodities	—————▶	Customer satisfaction
Live-streaming platforms	—————▶	Customer satisfaction
Content	—————▶	Customer satisfaction
Supporting service	—————▶	Customer satisfaction

4.2.4 Live Streaming Sales and Customer Commitment

Only one study has been identified that focuses on customer commitment in live streaming commerce. Despite its limited representation in the literature, this study provides valuable insights into the factors influencing customer commitment and its potential implications for customer loyalty. The study by Lai, Aw, and Tan (2024) highlights the significant role of relational bonds, specifically financial bonds and structural bonds, in fostering customer commitment. These bonds create a foundation for strengthening the relationship between customers and live streaming sales platforms by offering tangible and enduring benefits that promote commitment. Their study also suggests that the live streaming shopping atmosphere plays a critical role in driving customer commitment. Elements such as suspense, entertainment, and vicarious experience were found to positively impact consumer empowerment, which subsequently enhances customer commitment (Lai, Aw, and Tan, 2024). Customer commitment in live streaming commerce is facilitated through consumer empowerment, where relational and atmospheric factors provide customers with a sense of control and engagement. This empowerment strengthens their emotional and cognitive attachment to the platform or brand, ultimately

leading to greater commitment. These findings suggest that creating an engaging and immersive shopping environment can significantly contribute to building stronger customer relationships.

The following table summarizes the key factors in live streaming sales that affect customer commitment.

Table 4.4. Live streaming sales and customer commitment

Relational bonds (Financial bonds)	—————>	Customer commitment
Relational bonds (Structural bonds)	—————>	Customer commitment
Suspense	—————>	Customer commitment
Entertainment	—————>	Customer commitment
Vicarious experience	—————>	Customer commitment

4.2.5 Live Streaming Sales and Customer Repurchase Intention

The findings regarding customer repurchase intention in live streaming commerce suggest that repurchase intention is influenced by various factors associated with trust, perceived value, satisfaction, and live streaming sales platform characteristics. Firstly, customer trust and platform stickiness are significant drivers of repurchase intention. Meng and Lin (2023) highlighted that trust in live streamers and platforms builds a sense of reliability and connection, which, in turn, encourages repeat purchases. Stickiness, which reflects customers' willingness to return to a platform, reinforces trust, making it a critical component of repurchase intention. Secondly, the quality of information provided by streamers plays a pivotal role in influencing repurchase intention, as demonstrated by Ko and Ho (2024). Reliable streaming and ordering systems further enhance this relationship by ensuring seamless and trustworthy shopping experiences. Thirdly, perceived value, encompassing both economic and experiential benefits, has a direct positive impact on repurchase intention. Studies by Li et al. (2024) and Yi et al. (2024) confirmed that perceived value not only drives repurchase intention but also acts as a mediator between factors like streamer characteristics, customer-to-customer interactions, and satisfaction. Moreover, satisfaction emerges as a central variable influencing repurchase intention. Yi et al. (2024) emphasized that perceived interactivity and quality significantly enhance customer satisfaction, which directly drives repurchase intention. Confirmation, where customer expectations align with their experiences, further reinforces satisfaction. Lastly, the review findings also identified gender differences as having a significant impact on repurchase intention, with Yi et al. (2024) suggesting that men and women may exhibit different purchasing behaviours and levels of engagement in live streaming sales contexts.

The following table summary the key factors in live streaming sales that affect the repurchase intention.

Table 4.5. Live streaming sales and repurchase intention

Trust	—————▶	Repurchase intention
Stickiness	—————▶	Repurchase intention
Streamer information quality	—————▶	Repurchase intention
Reliable streaming system	—————▶	Repurchase intention
Reliable ordering system	—————▶	Repurchase intention
Customer trust	—————▶	Repurchase intention
Perceived value	—————▶	Repurchase intention
Customer satisfaction	—————▶	Repurchase intention
Gender	—————▶	Repurchase intention

5. Chapter 5 – Discussion

5.1 Live Streaming Sales and Customer Loyalty

The primary objective of this systematic literature review is to identify the factors from live streaming sales that affect customer loyalty. The review reveals that customer loyalty in live streaming sales is a multifaceted construct influenced by a combination of foundational factors and behavioral dynamics. Customer loyalty in live streaming sales is fundamentally built on trust, satisfaction, and commitment. This aligns with previous studies suggesting that customer loyalty is composed of these elements (Osman and Sentosa, 2013; Hoq, Sultana, and Amin, 2010; Chu, Lee, and Chao, 2012). Building trust and satisfaction during live streaming sales is a key method for improving customer loyalty. Perceived value, encompassing economic, emotional, and social dimensions, plays a pivotal role in shaping customer loyalty. While economic and emotional values consistently influence both trust and satisfaction, social value tends to primarily impact satisfaction. This underscores the need for live streaming sales businesses to focus on delivering tangible benefits (e.g., savings, emotional resonance) that directly contribute to loyalty. Similar results have been found in previous studies, which suggest that perceived value in the hotel industry has a major influence on customer loyalty (Chang, Wang, and Yang, 2009), as well as comparable findings in the banking industry (Mainardes and Freitas, 2023). Live streaming’s unique strength lies in its real-time interactivity and engagement, which act as significant drivers for customer satisfaction and loyalty. This result further supports the study by Etemad-Sajadi (2016), who suggested that real-time interactivity significantly improves patronage intention. Innovation capability and competitive advantage have been identified as direct and mediating factors for customer loyalty. The positive effect of innovation capability on customer loyalty has been confirmed by previous studies conducted by Foroudi, Jin, Gupta, Melewar, and Foroudi (2016).

5.2 Live Steaming Sales and Customer Trust

Regarding live streaming sales and customer trust, the findings highlight the multifaceted nature of customer trust in live streaming sales and its critical role in shaping customer engagement, loyalty, and continuance behavior. Customer trust encompasses trust in streamers, products, brands, and the live streaming sales

platform itself. This trust serves as a foundation for customer engagement and loyalty, with each dimension contributing uniquely to the overall trust-building process. Interactive features, such as two-way communication, real-time engagement, and synchronicity, are pivotal in establishing trust. These features create a sense of connection, enhance the live streaming sales experience, and encourage continued customer participation. This trust, in turn, translates into higher engagement and loyalty. Similar findings from studies conducted by Ding and Najaf (2024) regarding the use of AI chatbots in e-commerce have confirmed the significant impact of interactivity on trust. Technical factors related to the live streaming sales platform, such as information visibility, personalization, and robust security measures, enhance customer trust by increasing the platform's reliability and authenticity. Platforms that prioritize these technical enablers are better equipped to foster trust and drive repeat behaviours. A study conducted by Alzahrani, Al-Karaghoul, and Weerakkody (2017) also emphasized the importance of technological factors in building trust. Streamers themselves play a critical role in trust-building. Their expertise, credibility, professional communication, and authenticity significantly impact trust. Streamers who align with brand values and demonstrate professionalism can effectively build trust, leading to stronger customer attachment and loyalty. These findings align with a previous study conducted by Jiang, Lee, and Li (2024), which suggested that streamer expertise and entertainment enhance viewers' trust. Customer trust develops through a dynamic interplay of interactive, technical, personal, and relational factors. Relational bonds—financial, social, and structural—further strengthen trust, creating a comprehensive mechanism that enhances customer engagement, continuance intentions, and loyalty. Customer trust in live streaming sales is a dynamic and multidimensional construct shaped by the interplay of interactive features, technical enablers, streamer characteristics, and perceived value. Platforms and businesses that prioritize these factors are more likely to foster strong customer trust, leading to increased engagement, loyalty, and long-term retention.

5.3 Live Steaming Sales and Customer Satisfaction

The findings from the systematic review highlight customer satisfaction as a critical component in live streaming commerce, driven by a combination of informational, experiential, and contextual factors. Customer satisfaction in live streaming commerce is strongly influenced by the quality of information, services, and arguments presented during live streams. These elements are shaped by source expertise and media richness, which ensure content reliability and enhance the customer experience. High-quality information and engaging presentations are foundational to fostering satisfaction. Similar findings have been confirmed by Patma, Fienaningsih, Rahayu, and Artatanaya (2021). Interactive and immersive aspects of live streaming sales, such as perceived serendipity, social presence, and quality of presentation, significantly enhance customer satisfaction. These factors create engaging experiences that captivate viewers and integrate live streaming sales viewing experience into their purchasing decisions. A study conducted by Wang, Jie, and Li (2023) found similar results, showing that customer engagement in social media played a prominent role in improving customer satisfaction. Additionally, perceived value derived from these experiences plays a crucial role in boosting satisfaction. In specific contexts, such as live streaming sales for green agricultural products, additional factors influence satisfaction. Platform functionality, content quality, supporting services, and

commodities have both direct and indirect impacts on satisfaction. Several studies have confirmed the importance of perceived value in improving customer satisfaction (Halim, Pink, and Berlianto, 2024; Hong, Choi, Joung, and Kim, 2023; Sevilmış, Özdemir, García-Fernández, and Zhang, 2022). Customer satisfaction not only reflects the effectiveness of live streaming sales but also acts as a driver of loyalty. Satisfied customers are more likely to exhibit repeat purchasing behaviours, particularly when they perceive distinct differences between competing brands. Satisfaction serves as a bridge between live streaming sales experiences and long-term customer loyalty.

5.4 Live Steaming Sales and Customer Commitment

There is only one existing study that has been identified regarding live streaming sales and customer commitment. Customer commitment is significantly influenced by financial bonds and structural bonds, which provide tangible and enduring benefits that strengthen customer relationships. These relational bonds create a foundation for long-term attachment to live streaming platforms and brands. A similar study conducted by Lin, Weng, and Hsieh (2003) also found that relational bonds can foster customer commitment. Moreover, the live streaming shopping atmosphere plays a critical role in fostering customer commitment. Elements such as suspense, entertainment, and vicarious experiences create engaging and immersive environments that empower consumers and enhance their emotional connection to the platform or brand. Consumer empowerment acts as a key mechanism linking relational and atmospheric factors to customer commitment. Empowered consumers feel more engaged and in control, leading to stronger commitment behaviours. Similar results can be found in the study conducted by Shukla, Misra, and Gupta (2023), which showed that customer commitment can be improved by encouraging user participation and providing empowerment. Customer commitment in live streaming commerce is shaped by relational bonds, immersive shopping atmospheres, and consumer empowerment.

5.5 Live Steaming Sales and Customer Repurchase Intention

The findings highlight customer repurchase intention as a critical behavioural indicator of loyalty in live streaming commerce. Trust and platform stickiness are fundamental to repurchase intention. Trust in live streamers and platforms establishes a sense of reliability, while stickiness ensures customer retention by creating an engaging and familiar environment. These factors work together to encourage repeat purchases and improve customer loyalty. Similar results can be found in Shabankareh, Hamzavi, Ranjbaran, Esfahani, and Izadi (2023), who also found that customer trust could improve repurchase intention. The quality of information provided by streamers directly influence repurchase intention. When combined with reliable streaming and ordering systems, it enhances trust and satisfaction. Platforms that prioritize professional, accurate streamer communication and technical reliability foster greater customer retention and repeat behaviours. Perceived value, encompassing both economic and experiential benefits, is a direct and mediating factor in repurchase intention. It bridges the gap between customer trust, interactions, and satisfaction, emphasizing the importance of delivering value-rich experiences that align with customer expectations.

Customer satisfaction is a central driver of repurchase intention. Satisfaction is influenced by perceived interactivity and quality, with confirmation—where experiences meet or exceed expectations—further reinforcing satisfaction. Together, these factors build a strong foundation for repeated purchasing behaviours, as confirmed by a previous study conducted by Handayani, Ariantana, and Pinem (2020), which suggested that customer satisfaction directly affects purchase intention. Lastly, this review highlights the influence of demographic factors, particularly gender differences, which significantly impact repurchase intention. This finding is supported by previous studies conducted by Wang (2021) and Jain, Gajjar, and Shah (2021).

6. Chapter 6 – Conclusion

6.1. General Discussion

The systematic literature review reveals significant patterns in understanding customer loyalty formation in live streaming sales. First, trust and satisfaction emerge as fundamental drivers of customer loyalty across multiple studies. Kim et al. (2023) and Li and Lee (2024) both emphasized that customer trust exerts a stronger influence than satisfaction on loyalty formation. Notably, Li and Lee (2024) found that trust plays a crucial role in diminishing perceived risks in online transactions, which is particularly relevant in the virtual environment of live streaming sales. The multidimensional nature of value perception in live streaming sales is another significant finding. Kim et al. (2023) distinguished between economic, social, and emotional values, finding that economic and emotional values significantly impact both trust and satisfaction. However, social value showed a more limited influence, affecting only customer satisfaction. This finding was complemented by Ye et al. (2023), who introduced the concept of value co-creation as a mediating factor between live streaming sales and customer loyalty, suggesting that customer engagement alone is insufficient for building loyalty. Streamer characteristics emerged as a crucial factor in fostering customer loyalty.

Yun et al. (2023) found that streamer attractiveness, encompassing talent, appearance, and expertise, positively influences customer satisfaction. This finding was reinforced by Alcántara-Pilar et al. (2024), who demonstrated that physical attractiveness, reliability, and expertise contribute to influencer credibility, which in turn builds trust and loyalty. Additionally, Li and Lee (2024) highlighted how professional explanations by broadcasters enhance perceived value and quality. Platform features and service quality also play vital roles in building customer loyalty. Real-time interactivity was identified as crucial for customer satisfaction (Yun et al., 2023), while security and privacy features moderated the relationship between satisfaction and loyalty. The aesthetic appeal and functional layout of platforms directly impact customer engagement (Ye et al., 2023), suggesting the importance of technical and design considerations in loyalty formation. Interestingly, traditional promotional tactics showed limited effectiveness. Yun et al. (2023) found that simple price advantages, such as discounts and coupons, had minimal impact on customer loyalty. Instead, Jia (2024) highlighted the importance of innovation capability and competitive advantage in building sustainable customer loyalty, suggesting that businesses should focus on developing unique value propositions rather than relying solely on price-based strategies.

In summary, this review found that live streaming sales positively impacts customer loyalty and its four key aspects: customer trust, customer satisfaction, customer commitment, and repurchase intention. The factors that directly affect customer loyalty through live streaming sales include perceived value (economic, social, and emotional), real-time interactivity, competitive advantage, and innovation capability. These elements enable live streaming sales platforms to provide dynamic and engaging experiences that build deeper connections with customers, thereby enhancing customer loyalty. Moreover, customer engagement and value co-creation, facilitated by collaboration during live streaming sales, also drive customer loyalty by creating meaningful relationships between live streaming sales businesses and their audience.

Customer trust, which is the cornerstone of customer loyalty, is shaped by various interactive factors. These factors include two-way communication, real-time and synchronous engagement, streamers' expertise and credibility, professional and authentic communication, as well as the overall live streaming sales experience, encompassing visual appeal, informational content, and platform reputation. Additionally, well-designed user interfaces, rational bonds (financial, social, and structural), brand image, and professional explanations further enhance customer trust. Together, these factors establish a foundation of reliability while deepening emotional connections, making trust a pivotal outcome of live streaming sales.

Customer satisfaction, another critical aspect of loyalty, is enhanced through multiple dimensions facilitated by live streaming sales, as identified in the systematic review. These dimensions include ensuring security and privacy, maintaining a strong brand image, providing professional and accurate explanations, delivering high-quality information and services, and creating perceived serendipity—moments of unexpected delight. The sense of social presence fostered during live streams, combined with high-quality presentations, product quality, and the unique characteristics of live streaming sales platforms, further contributes to heightened customer satisfaction. This multidimensional approach ensures that live streaming sales consistently meets or exceeds customer expectations, which is essential for fostering loyalty.

Moreover, customer commitment, a vital determinant of long-term loyalty, is influenced by relational bonds developed through financial and structural incentives, as well as through the emotional and experiential value provided during live streaming sales. Factors such as suspense, entertainment, and vicarious experiences uniquely position live streaming sales to create sustained emotional engagement, thereby strengthening customer commitment to a brand or product.

Finally, repurchase intention, a behaviour closely tied to customer loyalty, is significantly impacted by live streaming sales. Factors such as the perceived authenticity of the experience, the quality of the content, and the positive associations built during live streaming sales sessions drive consumers to repeatedly purchase products or services. The interactive and engaging nature of live streaming sales creates a compelling customer journey that not only fosters immediate sales but also establishes long-term relationships. This comprehensive review underscores the unique value proposition of live streaming sales as a transformative tool for cultivating customer loyalty in the digital age.

6.2 Practical Implications

This systematic review identifies key factors in live streaming sales that directly or indirectly influence customer loyalty while exploring additional dimensions of loyalty formation. The implications can be considered in two ways.

On one hand, from a theoretical perspective, this research extends the customer loyalty framework to the digital landscape, addressing a gap in prior studies, which have predominantly focused on offline contexts (e.g., Oliver, 1997; Oliver, 1999; Dick & Basu, 1994; Doyle, 2016; Herhausen et al., 2019). This study provides a foundation for understanding customer loyalty in an online setting and encourages further research into how digital platforms, particularly live streaming sales, can foster long-term customer relationships and enhance loyalty. The findings confirm that live streaming sales positively impact customer loyalty; however, certain limitations exist, such as methodological constraints, data sample homogeneity, and the similarity of analytical approaches across existing studies. Future research should adopt diverse perspectives to deepen the understanding of customer loyalty in the digital era.

On other hand, from an industry perspective, the findings suggest that live streaming sales not only drive revenue but also serve as a powerful marketing tool for strengthening customer loyalty. For example, successful live streamers like Li Jiaqi (known as the "Lipstick King" in China), who has 6.5 million followers on one of his live streaming sales platforms and attracts a nightly audience of 2 million viewers which demonstrate that live streaming sales can cultivate a large and loyal customer base (Greenwald, 2020). Moreover, this review identifies key factors that enhance customer loyalty in live streaming sales, including host authenticity, product quality, and interactive engagement. Therefore, live stream sellers should not only focus on conducting live sessions but also prioritize improving these critical factors to build stronger customer loyalty.

6.3 Limitations

This research employed a systematic review, a powerful tool for synthesizing existing evidence. However, this method has certain limitations. First, while the systematic review synthesizes available evidence, it does not establish causality between variables. Instead, it provides a framework for future research rather than confirming relationships. Second, negative or null results may be underrepresented in the literature due to publication bias, where studies with significant findings are more likely to be published. Lastly, although digital databases offer access to a wide range of academic publications, the use of specific search strategies and inclusion criteria, such as predefined search terms—may inadvertently exclude important studies.

6.4 Future Research

This systematic review identifies several key research gaps that warrant further exploration to strengthen the understanding of how live streaming sales influence customer loyalty.

Among the 20 reviewed research articles, the vast majority were conducted in China, with only two studies examining live streaming sales in other regions. Given the rapid expansion of live streaming commerce across

different markets, future research should investigate its impact on customer loyalty in diverse cultural and economic contexts. Understanding how regional differences, such as consumer behaviour, technological adoption, and regulatory frameworks, affect live streaming sales 's effectiveness will enhance the global applicability of these findings.

Another critical research gap lies in the imbalance between B2C and B2B studies. While live streaming sales have been widely examined in business-to-consumer (B2C) markets, their role in business-to-business (B2B) commerce remains underexplored. Given that live streaming sales is increasingly adopted for B2B marketing, particularly in sectors like wholesale, manufacturing, and enterprise services, further research is needed to examine how live streaming sales shape trust, engagement, and long-term business relationships in this context. Investigating B2B applications could provide valuable insights into how professional buyers interact with live-streamed content, potentially uncovering different loyalty drivers than those observed in B2C settings.

Live streaming commerce spans multiple industries, including fashion, electronics, beauty, and even real estate. However, most existing studies do not differentiate between industry-specific factors that may influence customer loyalty. Future research should explore how live streaming sales effectiveness varies across industries, identifying whether certain sectors benefit more from this marketing approach. By analysing industry-specific challenges, such as the role of product complexity, regulatory requirements, or customer involvement, researchers can provide more tailored recommendations for businesses seeking to leverage live streaming sales effectively.

Lastly, all 20 reviewed studies primarily employed quantitative methods, with surveys being the dominant approach. While these methods offer valuable statistical insights, they may not fully capture the underlying motivations, emotions, and decision-making processes that drive customer loyalty in live streaming sales. Future research should incorporate qualitative approaches, such as interviews, focus groups, or ethnographic studies, to gain deeper insights into consumer experiences and engagement patterns. Additionally, mixed-method studies, combining quantitative data with qualitative perspectives could provide a more holistic understanding of how live streaming sales fosters customer loyalty.

6.5 Summary

In short conclusion, this systematic review offers comprehensive insights into how live streaming sales significantly influence customer loyalty in the contemporary digital marketplace. By synthesizing existing literature and identifying research gaps, this review establishes a robust foundation for future studies in the rapidly evolving field of live streaming commerce and its impact on customer relationships. Furthermore, the findings underscore the importance of integrating live streaming sales strategies into broader customer relationship management frameworks to enhance long-term customer loyalty in the digital age.

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Appendix 1

Area		Author (s), Year, Country of Research	Main goal of the study	Sample Size	Research method/statistic al procedure	Main research findings
Customer loyalty	1	Li, J., & Lee, G. (2024) / China	To investigate the impact of broadcasters and brand image on enhancing consumer loyalty among live streaming users.	n = 266	Bootstrap Sampling Test	The findings reveal that brand image and broadcaster influence play a crucial role in enhancing perceived value, perceived quality, and service quality. These improvements significantly boost customer trust and satisfaction, ultimately leading to increased customer loyalty.
Customer loyalty	2	Kim, B., Chen, Y., & Kim, D. (2023) / China	To examine the effects of value and perceived risk in live commerce on customer satisfaction and trust, and how these factors subsequently influence customer loyalty.	n=214	Structural Equation Modelling Analysis	The findings indicated that customer satisfaction and trust significantly impact customer loyalty, with economic value enhancing satisfaction and emotional value strengthening trust, while perceived risk had no significant effect on either.
Customer loyalty	3	Yun, J., Lee, D., Cottingham, M., & Hyun, H. (2023) / China	To explore the structural relationships between live commerce characteristics,	n = 300	Confirmatory Factor Analysis (CFA); Correlation Tests; Reliability Tests	The findings reveal that streamer attractiveness and expertise positively influence customer satisfaction. Furthermore, real-time interactivity and perceived visibility enhance satisfaction, while security and privacy serve as moderating factors, strengthening

			customer satisfaction, repurchase intention, and customer loyalty.		Exploratory Factor Analysis (EFA); Structural Equation Modeling (SEM)	the relationship between L-commerce and both repurchase intentions and customer loyalty.
Customer loyalty	4	Alcántara-Pilar, J. M., Rodríguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024) / Spanish	To investigate the factors influencing the credibility and trust of influencers in TikTok marketing campaigns, and their subsequent impact on customer loyalty, purchase intentions, and recommendation behavior.	n = 880	SOR Model	The study found that influencer credibility on TikTok is essential for building follower trust, which drives loyalty, purchase intentions, and product recommendations. Credibility is primarily established through expertise and reliability, while physical attractiveness is less significant. Trust in influencers significantly increases followers' willingness to purchase and recommend endorsed products, indicating that brands should prioritize partnerships with knowledgeable and trustworthy influencers for effective marketing on TikTok.
Customer loyalty	5	Ye, X., Batool, H., & Huang, S.-Z. (2023) / China	To explore the evolution from e-commerce livestreaming to customer loyalty, focusing on the mediating effects of customer engagement and value co-creation.	n = 475	Structural Equation Modelling	The findings indicate that customer engagement alone does not mediate the relationship between e-commerce live streaming and customer loyalty. However, value co-creation plays a mediating role. Moreover, customer engagement and value co-creation together have a chained mediating effect, linking e-commerce live streaming to customer loyalty.

Consumer Loyalty	6	Jia, G. Q. (2024) / China	To investigate the relationship between innovation capability, competitive advantage, and customer loyalty in live streaming businesses	n= 576	Bootstrap Sampling Testing	The study's main findings reveal that innovation capability significantly enhances both customer loyalty and competitive advantage in live streaming businesses. The competitive advantage directly contributes to improved customer loyalty. Importantly, competitive advantage partially mediates the relationship between innovation capability and customer loyalty, indicating that innovation not only strengthens a business's competitive position but also indirectly increases customer loyalty through its impact on competitive advantage.
Customer Trust	7	Wongkitrungsrueng, A., & Assarut, N. (2020) / Thailand	To propose a comprehensive framework for analyzing the relationships between customers' perceived value of live streaming, trust, and engagement.	n = 261	Structural Equation Modelling	The findings reveal that symbolic value directly enhances customer engagement and indirectly does so through trust in sellers. Additionally, utilitarian and hedonic values influence engagement indirectly by fostering trust in products, which subsequently builds trust in sellers. The study highlights the role of live streaming in boosting sales and fostering customer loyalty.
Customer Trust	8	Hou, K., & Hou, T. (2024) / China	To investigate the trust-attachment mechanism and understand how viewers build trust relationships within the live-streaming context.	n = 359	Standardized Root Mean Squared Residual (SRMR) Unweighted Least Squares Discrepancy (dULS)	The findings confirm that trust developed through live streaming extends to both brands and streamers. They demonstrate positive effects of trust in brands and streamers on brand attachment, as well as a strong positive association between trust in streamers and attachment to them.

					Geodesic Discrepancy (dG)	
Customer trust	9	Guo, L., Hu, X., Lu, J., & Ma, L. (2024) / China	To examine the relationships among customer trust—specifically trust in broadcasters, community members, and products—and customer engagement, while investigating the mediating role of swift guanxi.	n = 422	Structural Model Analysis	The findings reveal that trust in broadcasters positively influences trust in products and community members, which subsequently enhances trust in products.
Customer Trust	10	Wang, H., & Lee, K. (2023) / China	To investigate the effects of trust in live streamers and products on the relationship between relational bonds and continuance purchase intention.	n = 525	Structural Equation Modelling	The findings indicate that trust in live streamers positively impacts both trust in products and continuance purchase intentions.
Customer Trust	11	Zhao, D., Yang, J., & Zhao, C. (2024) / China	To uncover the mechanism of trust-building in live-streaming commerce, with a primary focus on the features of	n = 339	Covariance-Based Structural Equation Modelling	The findings suggest that a consumer's sense of presence and authenticity in live streaming significantly influence trust. Interactivity directly enhances consumer trust, while visual appeal impacts trust indirectly by fostering a sense of presence and authenticity.

			live-streaming commerce.			
Customer Trust	12	Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022) / China	To investigate why customers are willing to continuously use live streaming commerce and how trust affects users' continuance intention in live streaming commerce.	n = 446	Confirmatory Factor Analysis (CFA) Structural Model	The findings indicate that social and technical enablers positively contribute to the development of customer trust in live streaming commerce. Social interactivity and IT affordance are identified as crucial antecedents. Moreover, personalization exclusively impacts trust in streamers.
Customer Satisfaction	13	Wang Y, Fang L, Pan J (2024) / China	To investigate the antecedents of customer satisfaction and the pathways through which it drives customer loyalty in the live-streaming commerce of green agricultural products.	n= 439	SERVQUAL Model Partial Least Squares Path Modelling	The findings reveal that, among the factors analysed, live-streaming platforms have the strongest direct influence on customer satisfaction, while commodities exert the most significant indirect and overall influence. Customer loyalty is achieved when consumers perceive substantial differences between competing brands.
Customer Satisfaction	14	Ng, M., Law, M., Lam, L., & Cui, C. (2023) / Hong Kong China	To examine the development of customer satisfaction and cognitive assimilation in live streaming, considering the drivers from perceived	n= 453	Partial Least Squares Structural Equation Modelling	The findings indicate that perceived serendipity, quality of presentation, and social presence in live-streaming shopping significantly enhance customer satisfaction.

			serendipity, and affective and cognitive perspectives.			
Customer Satisfaction	15	Ma, Y. (2021) / China	To identify the determinants of customer satisfaction in live-stream shopping and the key indicators that contribute to this satisfaction.	n = 237	Structural Equation Modelling	The findings reveal that consumer satisfaction with live-stream shopping is influenced by the quality of information, services, and arguments, with source expertise and media richness serving as significant antecedents. Additionally, social presence mediates these relationships, underscoring the crucial mediating role of trustworthiness.
Customer Commitment	16	Lai, P., Aw, E. C.-X., & Tan, G. W.-H. (2024) / China	To examine the effects and driving mechanisms of relational bonds (financial, social, and structural), live-streaming shopping atmosphere factors (suspense, entertainment, perceived crowdedness, and vicarious experience), consumer empowerment, and customer	n = 665	Partial Least Squares Structural Equation Modelling (PLS-SEM)	The results indicate that financial bonds, structural bonds, suspense, entertainment, and vicarious experiences enhance consumer empowerment, which, in turn, increases customer commitment and impulse consumption behaviour. Furthermore, collectivism moderates the relationship between customer commitment and impulse consumption behaviour.

			commitment on consumers' impulse consumption behavior.			
Repurchase Intention	17	Meng, Z., & Lin, M. (2023) / China	To explore how live streamers' characteristics (e.g., interactivity and credibility) and perceived platform value influence consumers' online satisfaction and trust. Additionally, the study examines how these factors drive online stickiness and repurchase intention in the global live streaming industry, focusing on building trust and maintaining consumer engagement.		Stimulus-Organism-Response (SOR) Model	The findings reveal that online trust and stickiness significantly influence consumers' continuous purchasing behaviour. Additionally, the interactivity of live streamers strongly impacts online trust, while the perceived contextual value of live streaming platforms significantly enhances online satisfaction.
Repurchase Intention	18	Ko, H.C., & Ho, S.Y. (2024) / Taiwan China	To investigate how live-streaming shopping (LSS) aligns with changing consumer demands	n= 292	Partial least squares structural equation modelling	The findings highlight that the quality of streamer-provided information is crucial for maintaining ongoing trust. Reliable streaming and ordering systems are essential for ensuring consumer satisfaction in live-streaming shopping (LSS). Additionally, perceived LSS value and ongoing trust significantly enhance consumer satisfaction,

			for efficient shopping experiences.			ultimately increasing their continued purchase intentions.
Repurchase Intention	19	Li, W. H., Mohd Mokhtar, S. S., & Ahmad, A. (2024) / China	To evaluate the impact of live streaming e-commerce on repurchase intention in the sports brand industry in China.	n= 398	Partial Least Squares-Structural Equation Modelling	The findings indicate that consumer trust and perceived value have a direct positive effect on repurchase intention in live-streaming e-commerce. They also serve as mediating factors in the relationship between streamer characteristics, customer-to-customer interactions, and repurchase intention. Furthermore, the findings suggest a positive and significant relationship between streamer characteristics and consumer trust.
Repurchase Intention	20	Yi, M., Chen, M., & Yang, J. (2024) / China	To explore the repurchase intention of live streaming shopping (LSS) users.	n= 507	Structural Equation Modelling	Customer satisfaction drives repurchase intention, influenced by perceived interactivity, quality, value, and confirmation of price expectations, with gender playing a significant role.