Real-time viewer comments in live streaming e-commerce

Dingning Liu
Monash University
Junzhao Ma
Monash University
Shanfei (Sophie) Feng
Monash University

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Abstract

Live streaming e-commerce blends shopping, entertainment, and socializing, accounting for 20% of China's e-commerce sales. Despite its growth, research on its success is limited. This paper examines the role of real-time viewer comments through two empirical studies. Study one develops a scalable AI-assisted method for categorising large volumes of comments and validates it against human and machine coding. Study two uses these categories to analyse how different types of comments (product-focused, social, incentivized) influence sales performance, moderated by live streamers' selling styles. Findings show that spontaneous comments drive sales, especially for live streamers with more professional or value-based styles. The research advances understanding of live streaming e-commerce and introduces a novel generative-AI approach for analysing unstructured interaction data.

Track: Digital Marketing & Social Media