

What motivates consumers to participate in livestream shopping?

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Acknowledgements:

Jan Wallanders och Tom Hedelius stiftelse samt Tore Browaldhs stiftelse

Cite as:

Rundin Ksenia, Colliander Jonas (2024), What motivates consumers to participate in livestream shopping?. *Proceedings of the European Marketing Academy*, 53rd, (119832)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

Our qualitative research delves into the motivations driving consumer participation in livestream shopping. The study applies the Uses and Gratifications Theory (UGT) to comprehend the gratifications consumers seek through their participation in live shopping: utilitarian, hedonic, and social gratifications. Furthermore, it uncovers contextual areas where consumers' needs might be fulfilled during livestream-shopping sessions: technology, host, non-human content, and peers. It also identifies inflection points within each of these contextual areas. Finally, the study offers a framework revealing the motivations behind consumers' livestream shopping participation. This research contributes to the growing field of digital and interactive marketing. Examining the issue of direct interaction between hosts and viewers, this study also helps in understanding how trust and credibility are established in this context. Moreover, this study explores cultural nuances within the Western context that influence live shopping behavior. Finally, by employing our framework, live shopping platforms can implement a continuous improvement cycle.

Subject Areas: *Advertising, Consumer Behaviour, Electronic Commerce and Internet Marketing, Entertainment Marketing*

Track: Digital Marketing & Social Media