

Understanding the key drivers of sales in live streaming e-commerce: empirical studies

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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 study addresses the gap by exploring sales drivers through two empirical studies. Study one examines how three aspects of value co-creation (interaction, experience, relationship) affect sales, using data from 126,000 sessions by 500 live streamers over 12 months. It also investigates how product characteristics (utilitarian vs. hedonic, perceived risk) moderate these effects. Study two focuses on comment types (product-focused, social, incentivized) and their impact on converting viewers into buyers, moderated by live streamers' selling styles. Findings show spontaneous comments drive sales, especially with more professional or value-based styles. This research highlights the moderating role of product category characteristics and selling style, offering new insights into live streaming e-commerce.

Keywords: E-commerce, Live Streaming, Sale Performance

Track: Digital Marketing & Social Media