

BEYOND IMPORTED CONSUMER BEHAVIOR FRAMEWORKS: AUDIENCE COMMUNICATION PSYCHOLOGY IN LIVE STREAMING COMMERCE

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Abstrak

Live streaming commerce telah mengubah praktik perdagangan digital dengan menggabungkan video waktu nyata, performa streamer, affordance platform, partisipasi audiens, dan fungsi pembelian langsung dalam satu lingkungan platform. Namun, penelitian yang ada masih banyak memahami fenomena ini melalui kerangka perilaku konsumen, terutama model Stimulus–Organism–Response, niat membeli, kepercayaan, pembelian impulsif, nilai yang dirasakan, dan keterlibatan pelanggan. Artikel ini bertujuan untuk meninjau bagaimana studi live streaming commerce mengonseptualisasikan audiens, mekanisme komunikatif, dan proses psikologis yang membentuk respons audiens dalam ruang perdagangan digital waktu nyata. Penelitian ini menggunakan metode tinjauan literatur sistematis dengan Scopus sebagai satu-satunya basis data. Pencarian menghasilkan 197 artikel setelah penerapan filter yang telah ditentukan. Setelah penyaringan judul dan abstrak, 75 studi diprioritaskan untuk penelusuran teks lengkap, dan 21 artikel teks lengkap dianalisis melalui sintesis tematik. Hasil kajian menunjukkan bahwa penelitian live streaming commerce masih didominasi oleh model kuantitatif berbasis variabel dan luaran pembelian. Namun, konsep komunikasi seperti interaktivitas, kehadiran sosial, interaksi parasosial, flow, penggunaan dan gratifikasi, metadiscourse interaksional, kelebihan informasi, dan keterlibatan memperlihatkan bahwa audiens tidak hanya berperan sebagai konsumen yang merespons stimulus pemasaran. Audiens juga hadir sebagai penonton, partisipan, subjek relasional, dan aktor komunikatif dalam interaksi platform waktu nyata. Artikel ini menawarkan Audience Communication Psychology Framework untuk memahami live streaming commerce sebagai lingkungan komunikasi termediasi yang dinamis, partisipatif, sosial, dan psikologis.

Kata Kunci: Psikologi Komunikasi Audiens, Perilaku Konsumen, Live Streaming Commerce, Interaksi Parasosial

Abstract

Live streaming commerce has transformed digital commerce by integrating real-time video, streamer performance, platform affordances, audience participation, and direct purchasing functions within a single platform environment. However, existing studies have predominantly examined this phenomenon through consumer behavior frameworks, particularly the Stimulus–Organism–Response model, purchase intention, trust, impulsive buying, perceived value, and customer engagement. This article aims to review how live streaming commerce studies conceptualize audiences, communicative mechanisms, and psychological processes that shape audience responses in real-time digital commerce spaces. This study employed a systematic literature review using Scopus as the sole database. The search identified 197 records after applying predefined filters. Following title and abstract screening, 75 studies were prioritized for full-text retrieval, and 21 full-text articles were analyzed through thematic synthesis. The findings show that live streaming commerce research remains dominated by quantitative, variable-based models and purchase-related outcomes. Nevertheless, communication-oriented concepts such as interactivity, social presence, parasocial interaction, flow, uses and gratifications, interactional metadiscourse, information overload, and involvement indicate that audiences are not merely consumers responding to marketing stimuli. They also operate as viewers, participants, relational subjects, and communicative actors embedded in real-time platform interactions. This article proposes the Audience Communication Psychology Framework to understand live streaming commerce as a dynamic mediated communicative environment that involves platform structures, streamer performance, audience psychological processing, and communicative-behavioral responses simultaneously.

Keywords: Audience Communication Psychology, Consumer Behavior, Live Streaming Commerce, Parasocial Interaction

1. INTRODUCTION

Live streaming commerce has emerged as one of the most dynamic forms of digital

commerce because it integrates real-time video, product demonstration, two-way communication, audience comments, streamer

performance, and direct purchasing links within a single platform environment. Unlike conventional e-commerce, which largely relies on product images, written descriptions, and consumer reviews, live streaming commerce offers a more synchronous, interactive, social, and affective shopping experience. Audiences do not merely view products; they can ask questions, respond to streamer messages, read comments from other users, and make purchase decisions within a fast-moving real-time communicative situation.

This development indicates an important shift in digital shopping practices from a transactional model toward a communicative and participatory model. In live streaming commerce, products are not simply displayed; they are narrated, demonstrated, and persuasively framed through interactions between streamers and audiences. Streamers function as communicators, sellers, entertainers, opinion leaders, and relational figures. Audiences, in turn, are not merely potential buyers but also viewers, commenters, community members, and communicative participants. Studies on live-stream shopping show that users can interact with streamers and other viewers in real time through chat, comments, likes, and direct responses, making the shopping experience more social than traditional e-commerce (Ma, 2021). Recent Indonesian studies in Lektur also show that digital marketing and platform-based public communication rely on narrative consistency, visual storytelling, audience engagement, and directive speech acts in live shopping interactions (Addina et al., 2026; Aryanie & Zulfiningrum, 2026; Hasibuan et al., 2026).

Academic interest in live streaming commerce has increased alongside studies on purchase intention, impulsive buying, trust, social presence, perceived usefulness, perceived value, flow, customer engagement, and continuous intention. Existing studies have shown that live streaming commerce possesses distinctive characteristics, including real-time interaction, vivid product demonstration, social presence, streamer credibility, parasocial interaction, and platform affordances. For example, research on presence in livestream shopping demonstrates that consumers experience both physical presence and social

presence, which influence purchase intention through concentration, perceived control, and enjoyment (Yin et al., 2023).

Despite these developments, the literature on live streaming commerce remains strongly shaped by consumer behavior frameworks. Many studies employ the Stimulus-Organism-Response model, Technology Acceptance Model, Post-Acceptance Model, Innovation Diffusion Theory, IT Affordance, and various purchase intention models. Within this pattern, platform features, streamer characteristics, product cues, or interactivity are typically positioned as stimuli; trust, enjoyment, flow, perceived value, or perceived usefulness as organismic states; and purchase intention, impulsive buying, customer engagement, or continuous intention as responses. For instance, a study on impulsive buying in live streaming commerce applies the S-O-R framework to explain the relationships among attractiveness, expertise, product usefulness, purchase convenience, perceived enjoyment, perceived usefulness, and the urge to buy impulsively (Lee & Chen, 2021).

Consumer behavior frameworks have made important contributions by empirically explaining relationships among variables. However, this approach also has limitations. First, live streaming commerce audiences are often reduced to consumers, customers, buyers, or users responding to marketing stimuli. Second, communicative dimensions such as interactivity, parasocial interaction, social presence, streamer performance, and metadiscourse are often treated merely as supporting variables leading to purchase intention. Third, the synchronous, social, emotional, fast-paced, and information-intensive character of live streaming commerce has not been fully conceptualized as a communicative environment that shapes how audiences experience, interpret, and respond to commercial messages.

Several studies have begun to show that live streaming commerce cannot be understood solely through the logic of purchase behavior. Kang et al. (2021) demonstrate that customers in live streaming commerce do not only purchase products; they also produce comments, e-WOM, gift-giving, and online reviews as forms of customer engagement

behavior. Using a large dataset of 3,500,445 online review texts, the study shows that interactivity influences customer engagement behavior through tie strength. This finding indicates that live streaming commerce is a relational and community-based space, not merely a transactional environment.

In addition, the Uses and Gratifications perspective shows that live-stream shopping audiences actively seek hedonic, utilitarian, and social gratifications, including perceived enjoyment, self-presentation, social interaction, and social presence (Ma, 2021). Audiences therefore do not simply respond to marketing messages; they also use live-stream shopping to satisfy needs for entertainment, social interaction, self-expression, and media engagement.

The emergence of parasocial interaction and information overload further strengthens the need for a communicative reading of live commerce. Streamers can build perceived closeness through personal forms of address, familiar language, live demonstrations, and responses to audience comments. At the same time, audiences face dense flows of information, including product claims, rapidly moving comments, promotions, discounts, time urgency, and social pressure to purchase. Research based on the Elaboration Likelihood Model shows that information overload may shift audience processing from careful evaluation of product attributes toward reliance on peripheral cues related to the streamer (Cao et al., 2025).

Based on this gap, this article argues for a reframing from imported consumer behavior frameworks toward audience communication psychology. This reframing does not reject consumer behavior theory; rather, it extends it by positioning live streaming commerce audiences as viewers, participants, relational subjects, and communicative actors. From this perspective, purchase intention or impulsive buying is not merely a response to marketing stimuli but an outcome of interactions among platforms, streamers, messages, communities, and audience psychological processing.

This article is guided by four interrelated research questions. First, it examines which theoretical frameworks dominate live streaming commerce research. Second, it investigates how

audiences are conceptualized in existing live streaming commerce studies. Third, it identifies the communicative and psychological mechanisms that shape audience responses in live streaming commerce. Fourth, it considers how live streaming commerce can be reframed through the perspective of audience communication psychology.

2. METHODS

This study employed a systematic literature review design to map, evaluate, and synthesize the development of live streaming commerce research, particularly in relation to how audiences are conceptualized within a literature dominated by consumer behavior frameworks. The review was guided by PRISMA principles to ensure that the search, selection, screening, and reporting processes were conducted transparently and systematically (Page et al., 2021). The primary aim of the review was not to conduct a statistical meta-analysis, but rather a thematic synthesis, because the included studies varied in terms of theory, constructs, national contexts, methods, and research outcomes.

Scopus was used as the sole database for this review. Scopus was selected because of its broad coverage of reputable journals and conference proceedings in communication, business, management, psychology, information systems, decision sciences, and digital commerce. The use of a single database was intended to maintain consistency in the search protocol, avoid duplication across databases, and ensure that the analyzed articles were retrieved from indexed academic sources. The search was conducted using the Advanced Search feature in Scopus. The final search strategy was developed after preliminary attempts produced an overly broad corpus, particularly when general terms such as social commerce were used. Therefore, the search was refined by requiring the main live streaming commerce terms to appear in the TITLE field, while supporting constructs were searched in TITLE-ABS-KEY. Final Scopus search string:

TITLE (
"live streaming commerce" OR "live commerce"
OR "live shopping" OR
"livestream shopping" OR "live stream shopping"
OR "livestream commerce"

)
 AND TITLE-ABS-KEY (
 "purchase intention" OR "consumer behavior" OR
 "consumer behaviour" OR
 "consumer psychology" OR "customer
 engagement" OR "trust" OR
 "social presence" OR "interactivity" OR
 "parasocial interaction" OR
 "persuasion" OR "impulsive buying"
)

After the final search string was applied, the results were refined using the following Scopus filters:

Table 1 Scopus Search Filters Applied in the Review

Filter	Criteria
Year	2010-2025
Document Type	Article, Review, Conference Paper
Source Type	Journal, Conference Proceeding
Language	English
Subject Area	Social Sciences; Business, Management and Accounting; Psychology; Decision Sciences; Computer Science

Table 1 clarifies the search boundaries applied in Scopus. The filters were used to keep the corpus focused on peer-reviewed and academically indexed studies that are relevant to communication, business, psychology, decision sciences, and digital commerce. This filtering step was necessary because broader searches produced a large and insufficiently focused set of records. Conference papers were retained because live streaming commerce is a rapidly developing digital phenomenon, and some early studies often appear in proceedings before being developed into journal articles.

Table 2 Eligibility Criteria

Aspect	Inclusion Criteria	Exclusion Criteria
Topic	Studies addressing live streaming commerce, live commerce, live shopping, livestream shopping, or online live shopping	Studies addressing general e-commerce or social commerce without a live streaming component
Subject	Studies examining consumers, customers, viewers, users,	Studies focusing only on systems, algorithms, supply chain,

Aspect	Inclusion Criteria	Exclusion Criteria
	audiences, shoppers, or participants	logistics, or pricing without an audience focus
Focus	Studies examining communication, psychology, behavior, engagement, trust, presence, interactivity, persuasion, parasocial interaction, purchase intention, or impulse buying	Studies without relevance to communicative, psychological, or audience-related mechanisms
Document Type	Article, review article, conference paper	Editorial, note, letter, erratum, book chapter, short survey
Language	English	Non-English
Full Text	Full text available and assessable	Full text unavailable or incomplete

Table 2 explains how the eligibility criteria were operationalized during screening. These criteria ensured that the review retained studies addressing live streaming commerce and audience-related communicative, psychological, or behavioral mechanisms, while excluding studies that focused only on general e-commerce, technical systems, logistics, or pricing without a clear audience focus.

The final Scopus search produced 197 records. All records were exported into CSV format and converted into Excel to facilitate screening. During title-abstract screening, each article was evaluated based on its title, abstract, author keywords, index keywords, year, source title, document type, and DOI.

Studies were included when they addressed live streaming commerce and demonstrated relevance to audiences, communication, psychology, or consumer behavior. Studies were excluded when they focused only on general e-commerce, technical systems, algorithms, supply chain, pricing, logistics, or lacked an audience focus. As a result, 32 records were excluded at the title-abstract screening stage, while 75 studies were prioritized for full-text retrieval. A total of 21 full-text articles were successfully retrieved, read, and assessed. All 21 studies were included because they met the

inclusion criteria and were relevant to the research questions.

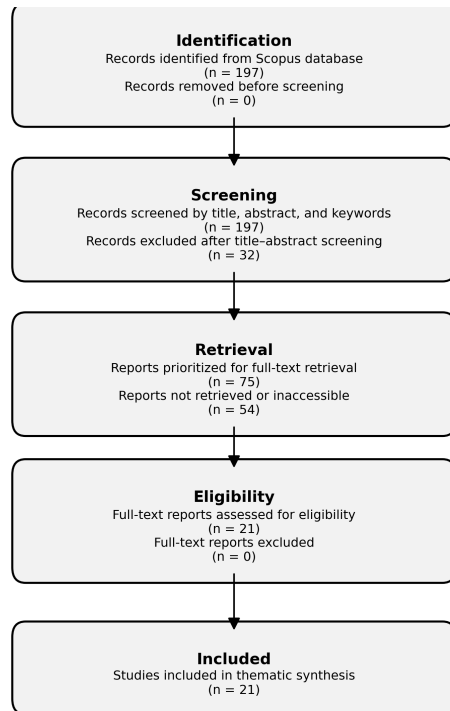


Figure 1:PRISMA flow diagram of the study selection process

Figure 1 visualizes the study selection process and makes the review procedure traceable. It shows how the corpus moved from 197 records identified in Scopus to 21 studies included in the thematic synthesis after title-abstract screening, full-text retrieval, and eligibility assessment. The figure is included to demonstrate transparency in the selection process and to clarify how the final review corpus was obtained.

Data were extracted using a structured matrix covering bibliographic information, research context, theoretical framework, method, sample, platform context, audience positioning, communicative mechanisms, psychological mechanisms, outcomes, key findings, relevance to the research questions, and quality category.

Quality assessment was conducted using a 0-10 scoring scheme based on five indicators: clarity of aims or research questions, clarity of theoretical framework, clarity of method and data, appropriateness of analysis, and relevance to the focus of the review. Studies scoring 8-10 were categorized as high quality, those scoring

6-7 as moderate, and those scoring 5 or below as low. Based on this appraisal, all included studies were categorized as high quality.

3. RESULTS AND DISCUSSION

The Scopus search using the final search string and filters produced 197 records. After title-abstract screening, 32 records were excluded because they did not meet the inclusion criteria. Of the remaining records, 75 studies were prioritized for full-text retrieval, and the final thematic synthesis included 21 full-text articles. Before addressing each research question, Table 4 summarizes the characteristics of the included corpus. This table is presented to show the empirical foundation of the results, including publication years, study contexts, methodological designs, theoretical frameworks, constructs, and outcomes represented in the review.

The included studies indicate that live streaming commerce is a relatively new research area. All included studies were published between 2021 and 2025, even though the search protocol covered the period from 2010 to 2025. Most studies were conducted in Asian contexts, particularly China, Indonesia, India, South Korea, Malaysia, Taiwan, and Vietnam. Methodologically, the corpus is dominated by quantitative studies using SEM, PLS-SEM, AMOS, SPSS, or SEM-ANN, although a small number of studies employed text mining, big-data analysis, or discourse-oriented approaches. This composition is important because it shows both the empirical concentration of the field and the methodological tendency of existing research to test variable-based models.

Table 4 Characteristics of Included Studies

Study ID	Authors (Year)	Country/ Context	Method	Theory/ Framework	Key Constructs	Outcome
FT01	Cai X.; Suh W. (2025)	China / live commerce	Quantitative survey; PLS-SEM	S-O-R	Streamer expertise; demonstration skills; interactive ability; trust; functional value	Purchase intention
FT02	Paul Arun Kumar J.; Subathra K. (2025)	India	Quantitative survey; PLS-SEM	S-O-R	Source credibility; platform interactivity; perceived usefulness; customer engagement; trust	Purchase intention; actual purchase
FT03	Xu C.; Li Z.; Su J. (2022)	China / Taobao	Quantitative; SEM	TAM + Social Presence Theory	Interactivity; perceived usefulness; perceived ease of use; social presence	Purchase intention
FT04	Lawrence C.; Meivitananli B. (2023)	Indonesia / TikTok cosmetics	Quantitative; SEM-PLS	Parasocial Relationship + Source Credibility	Parasocial relationship; congruence; attractiveness; trustworthiness; expertise	Purchase intention
FT05	Huang S.-L.; Chen Y.-C. (2025)	Taiwan	Quantitative; PLS-SEM	Persuasion + Parasocial Interaction	Seller credibility; addressing style; parasocial interaction; parasocial relationship	Watch intention; purchase intention
FT06	Chung X.L.; Yasmin F.; Haider S.A.; Sinnappan P.; Poulova P.; Baskaran S.; Tehseen S.; Idris I. (2025)	Malaysia	Quantitative; PLS-SEM	S-O-R	Information quality; social presence; financial bonds; flow state	Impulsive buying behaviour
FT07	Hoang V.T.; Dang H.P. (2024)	Vietnam	Quantitative; PLS-SEM	S-O-R	Social presence; personalization; entertainment; trust; flow experience	Impulse buying
FT08	Nam J.; Choi H.; Jung Y. (2024)	South Korea	Quantitative; PLS-SEM	S-O-R + IT Affordance	IT affordance; streamer characteristics; enjoyment; psychological distance; trust	Purchase intention
FT09	Song S.; Yao X.; Zhao Y.C.; Ba Z. (2024)	China	Quantitative; PLS-SEM	Customer Inspiration Theory	Content diagnosticity; source credibility; social presence; telepresence; inspiration	Engagement intention
FT10	Liu Q.; Cheng W. (2025)	China / Taobao Live	Discourse analysis	Interactional Metadiscourse + PSI	Self-mentions; boosters; audience references; questions; directives	Parasocial interaction
FT11	Zhu X.; Vijayan S.K. (2025)	China	Quantitative; PLS-SEM	Social Impact Theory + S-O-R	Parasocial interaction; social presence; telepresence; perceived enjoyment	Urge to buy impulsively
FT12	Syamsuar D.; Witarsyah D. (2025)	Indonesia	Quantitative; SEM-PLS	S-O-R dual appraisal	Streamer credibility; interactivity; media richness; perceived value; perceived risk	Purchase intention
FT13	Li P.; Spence C.; Wu C. (2025)	Livestream shopping /	Quantitative; SEM	Cognition– Emotion–	Vividness; attractiveness; flow;	Continue watching;

Study ID	Authors (Year)	Country/ Context	Method	Theory/ Framework	Key Constructs	Outcome
		sustainable clothing		Behaviour + PAD	arousal; pleasure; social presence	purchase intention
FT14	Liang M.; Jin Z.; Diao Y.; Jin C.-H. (2025)	Live streaming commerce	Quantitative; SEM	PAM + S-O-R	Vividness; social presence; parasocial interaction; satisfaction	Continuous intention
FT15	Cao J.; Zhong L.; Zhang G.; Liu D.; Lyu Y.; Qiu X. (2025)	China	Quantitative; PLS-SEM	ELM	Information overload; central route; peripheral cues; streamer influence	Purchase intention
FT16	Aggarwala M.M.; Arora N. (2025)	India	Quantitative; SEM-ANN	S-O-R + Involvement Theory	Perceived expertise; similarity; synchronicity; two-way communication; involvement; flow	Purchase intention
FT17	Kang K.; Lu J.; Guo L.; Li W. (2021)	China / Sina Weibo Live	Text mining; big data	S-O-R + Tie Strength	Responsiveness; personalization; tie strength; customer engagement	Customer engagement behavior
FT18	Ma Y. (2021)	China	Quantitative; SEM	Uses and Gratifications	Enjoyment; utility; self-presentation; social interaction; social presence	Live-stream shopping intention
FT19	Li B.; Liu J. (2021)	China	Quantitative; SEM	S-O-R + IDT	Platform reputation; word-of-mouth; product quality; anchor professionalism; real-time interaction	Purchase intention
FT20	Yin J.; Huang Y.; Ma Z. (2023)	China	Quantitative; AMOS/SPSS	Flow Theory + Presence	Physical presence; social presence; concentration; perceived control; enjoyment	Purchase intention
FT21	Lee C.-H.; Chen C.-W. (2021)	China	Quantitative; PLS-SEM	S-O-R	Attractiveness; trustworthiness; expertise; perceived usefulness; perceived enjoyment	Urge to buy impulsively

Table 4 demonstrates that the reviewed literature is concentrated in recent years, predominantly situated in Asian live commerce markets, and largely shaped by quantitative designs. The table is inserted here to clarify the research corpus before the findings are organized according to the four research questions. It also indicates why the subsequent synthesis emphasizes theoretical dominance, audience conceptualization, communicative-psychological mechanisms, and the proposed reframing toward audience communication psychology.

3.1 Dominant Theoretical Frameworks in Live Streaming Commerce Research

The first research question asks what theoretical frameworks dominate live streaming commerce research. The synthesis shows that the Stimulus-Organism-Response framework is the most prominent theoretical lens. In many studies, platform features, streamer characteristics, interactivity, social presence, product cues, media richness, or source credibility are positioned as stimuli. Trust, perceived value, perceived risk, flow, enjoyment, satisfaction, involvement, or perceived usefulness are positioned as organismic states, while the final responses usually include purchase intention, impulsive buying, continuous intention, or customer engagement.

The dominance of S-O-R is evident in Lee and Chen's (2021) study on impulse buying behavior, which applies S-O-R to explain the relationships among attractiveness, trustworthiness, expertise, product usefulness, purchase convenience, product price, perceived usefulness, perceived enjoyment, and the urge to buy impulsively in live streaming commerce. Beyond S-O-R, several studies combine consumer behavior frameworks with TAM, PAM, IDT, IT Affordance, dual appraisal models, and Flow Theory. For example, Li and Liu (2021) combine S-O-R and Innovation Diffusion Theory to explain the influence of commodity price, commodity quality, real-time interaction, platform reputation, anchor professionalism, perceived risk, perceived shopping value, and purchase intention.

Nevertheless, the corpus also contains theories that are more closely aligned with

communication and media studies, including Uses and Gratifications, Parasocial Interaction, Interactional Metadiscourse, the Elaboration Likelihood Model, and Flow Theory. These theories remain less dominant than S-O-R and purchase-related models, but they provide the conceptual basis for reading live streaming commerce as an audience experience rather than solely as a consumer response. Table 5 is included to map these theoretical frameworks and to clarify how each framework functions analytically within the reviewed corpus.

Table 5 Dominant Theoretical Frameworks

Framework	Position in Literature	Analytical Function	Supporting Studies
S-O-R	Most dominant	Explains platform/streamer stimuli, psychological organism, and behavioral responses	FT01, FT02, FT06, FT07, FT08, FT11, FT12, FT14, FT17, FT19, FT21
TAM/PAM	Moderate	Explains usefulness, ease of use, satisfaction, and continuance	FT03, FT14
IDT	Limited	Explains online live shopping as an innovation/adoption process	FT19
IT Affordance	Moderate	Explains platform and streamer affordances in shaping purchase intention	FT08
Uses and Gratifications	Important for ACP	Conceptualizes audiences as active media users seeking gratifications	FT18
Parasocial Interaction	Important for ACP	Explains psychological closeness between streamers and audiences	FT04, FT05, FT10, FT11, FT14
ELM	Important for persuasion critique	Explains information overload and reliance on peripheral cues	FT15
Flow/Presence	Important for ACP	Explains concentration, control, enjoyment, and mediated presence	FT20

Table 5 shows that the field is theoretically concentrated around S-O-R and other consumer behavior models, while communication-

oriented frameworks appear more selectively. The purpose of inserting this table is not merely to list theories, but to demonstrate the imbalance between dominant purchase-oriented models and less frequent but conceptually important communication frameworks. This imbalance supports the argument that live streaming commerce research requires a broader communicative reframing.

3.2 Audience Conceptualization in Live Streaming Commerce Studies

The second research question asks how audiences are conceptualized in existing live streaming commerce studies. The synthesis shows that most studies still use the terms consumer, customer, buyer, shopper, or user. These terms indicate that the subject of live streaming commerce is predominantly understood through a consumption and transaction orientation. In this model, audiences are usually conceptualized as actors who receive stimuli from platforms or streamers and produce responses such as purchase intention, impulsive buying, or continuous intention.

However, some studies have begun to expand this position. In Ma's (2021) study on live-stream shopping intention, audiences are understood as media users seeking gratifications, including enjoyment, social interaction, social presence, self-presentation, and utility. This indicates a shift from audiences as buyers toward audiences as active media users seeking social and psychological experiences. Similarly, studies on engagement and interaction show that live commerce audiences may also act as commenters, reviewers, information disseminators, gift-givers, and community participants.

Thus, the term consumer is not fully adequate to explain the subject of live streaming commerce. Audiences in live commerce are viewers, participants, community members, relational subjects, and communicative actors. They do not merely react to messages; they watch, interpret, ask questions, respond, build closeness, and participate in shaping the communicative atmosphere of the live room. This result directly supports the need to reposition the audience from a transactional subject to a communicative actor embedded in real-time platform interaction.

3.3 Communicative and Psychological Mechanisms Shaping Audience Responses

The third research question asks what communicative and psychological mechanisms shape audience responses in live streaming commerce. The most dominant communicative mechanism is interactivity, which appears in various forms, including real-time interaction, two-way communication, responsiveness, personalization, synchronicity, platform interactivity, media richness, live chat, and comments. Interactivity distinguishes live streaming commerce from conventional e-commerce because audiences can communicate with streamers, read responses from other viewers, receive direct answers, and experience social dynamics synchronously.

At the platform level, interactivity functions as communicative infrastructure. Kang et al. (2021) show that customers in live streaming commerce can interact in real time with broadcasters and other customers, while broadcasters function as information sources and customers act as co-creators through online reviews and comments. This indicates that interactivity should not be understood merely as a technical feature, but as a communicative structure that enables the formation of trust, social presence, parasocial attachment, engagement, and audience participation. In a similar context, Addina et al. (2026) show that directive speech acts in TikTok live shopping function to guide, request, offer, suggest, advise, and recommend, thereby reinforcing the role of host communication in persuasion and audience engagement.

The reviewed studies also identify several psychological mechanisms shaping audience responses, including trust, perceived enjoyment, flow, social presence, physical presence, perceived usefulness, perceived value, perceived risk, satisfaction, involvement, arousal, pleasure, and information overload. Presence is particularly important. Yin et al. (2023) distinguish physical presence and social presence in livestream shopping. Physical presence refers to the feeling of being in a real shopping environment, while social presence refers to the feeling of being with others in a digital interaction space. The study shows that physical presence influences purchase intention

through concentration and perceived control, while social presence influences purchase intention through concentration and enjoyment. Enjoyment and the urge to buy impulsively demonstrate the importance of affective dimensions. In Lee and Chen's (2021) study, perceived enjoyment plays a central role in driving the urge to buy impulsively, while streamer attractiveness and expertise influence perceived enjoyment. Information overload further shows that audiences process messages under conditions that are not always calm and rational. Research based on the Elaboration Likelihood Model indicates that information overload can make audiences rely more on peripheral cues related to the streamer than on careful evaluation of product attributes.

Audience responses are therefore shaped by an interaction between communicative mechanisms and psychological processing. Although purchase intention remains the most dominant outcome, the synthesis also identifies impulsive buying, continuous intention, watch intention, customer engagement behavior, social sharing, e-WOM, gift-giving, and communicative participation. This finding shows that live commerce audiences are not only valuable as buyers, but also as viewers, participants, commenters, information disseminators, and members of digital communities.

3.4 Reframing Live Streaming Commerce through Audience Communication Psychology

The fourth research question asks how live streaming commerce can be reframed through the perspective of audience communication psychology. The synthesis shows that communicative and psychological concepts are already present in the literature, but they remain dispersed and are often positioned as supporting variables for purchase intention. Concepts such as interactivity, social presence, parasocial interaction, flow, information overload, involvement, uses and gratifications, and metadiscourse need to be integrated into a more communication-centered framework.

In this reframing, platforms are understood as communicative environments that provide affordances, synchronicity, media richness, and information density. Streamers are understood

as communicators, relational figures, and persuasive actors. Audiences are understood as viewers, participants, community members, and communicative actors. Audience responses are understood not only as purchase intention, but also as engagement, watch intention, continuous intention, e-WOM, social sharing, and communicative participation.

Table 6 Thematic Coding Matrix

Theme Code	Theme	Supporting Studies	Synthesis
T1	Dominance of consumer behavior frameworks	FT01, FT02, FT06, FT07, FT08, FT11, FT12, FT14, FT17, FT19, FT21	The literature remains dominated by S-O-R, purchase intention, impulsive buying, trust, perceived value, and consumer response models.
T2	Interactivity as communicative infrastructure	FT02, FT03, FT08, FT12, FT16, FT17, FT19	Interactivity, real-time response, synchronicity, two-way communication, media richness, and personalization operate as communication infrastructure.
T3	Social presence and mediated presence	FT03, FT06, FT07, FT09, FT11, FT13, FT14, FT18, FT20	Social and physical presence explain how audiences experience co-presence, closeness, and mediated shopping environments.
T4	Parasocial interaction and streamer-audience relationship	FT04, FT05, FT10, FT11, FT14, FT15	Audiences build psychological closeness with streamers through credibility, communication style, relational language, and parasocial cues.
T5	Affective and motivational audience states	FT06, FT07, FT09, FT11, FT13, FT14, FT20, FT21	Enjoyment, flow, arousal, pleasure, inspiration, satisfaction, and impulse demonstrate affective and motivational audience processes.
T6	Audience engagement beyond purchase intention	FT05, FT13, FT14, FT17, FT18	Outcomes expand from purchase intention to watch intention, continuous intention, engagement, social sharing, gift-giving, and e-WOM.

Theme Code	Theme	Supporting Studies	Synthesis
T7	Information overload and peripheral processing	FT15	Information overload may shift audience processing from rational evaluation toward streamer-related peripheral cues.
T8	Non-Western contexts with imported theories	FT04, FT06, FT07, FT08, FT11, FT12, FT15, FT16, FT17, FT18, FT19, FT20, FT21	Many studies are conducted in Asian/non-Western contexts while relying on universal imported theories.
T9	Toward audience communication psychology	FT05, FT10, FT16, FT17, FT18, FT20	These studies strongly support reframing audiences as viewers, participants, relational subjects, and communicative actors.

Table 6 explains how the thematic synthesis was organized around the four research questions. The table is included to make the interpretive process transparent: it shows how individual studies were grouped into themes such as consumer behavior dominance, interactivity, presence, parasociality, affective states, audience engagement, information overload, non-Western contexts, and the proposed audience communication psychology framework. The table also demonstrates that the proposed reframing is grounded in recurring patterns across the corpus rather than in a purely speculative conceptual claim.

Overall, the RQ-based results show that live streaming commerce research is theoretically dominated by consumer behavior models, that audiences are still largely conceptualized as consumers, that audience responses are shaped by both communicative and psychological mechanisms, and that these patterns justify a reframing toward audience communication psychology. This reframing positions live streaming commerce as a real-time mediated communicative environment rather than as a linear consumer response system.

3.5 Theoretical Saturation Of Consumer Behavior Frameworks

The review shows that live streaming commerce research is characterized by what can be described as theoretical saturation of consumer behavior frameworks. Most studies use relatively similar frameworks to explain how stimuli from platforms, streamers, products, or shopping environments influence consumers' psychological states and generate behavioral responses such as purchase intention, impulsive buying, continuous intention, or customer engagement. S-O-R is the most dominant model because it simplifies live commerce into a sequence of stimulus, organism, and response.

However, conceptual limitations emerge when live streaming commerce is continuously understood through the logic of purchase intention or impulsive buying. Audiences are primarily understood as consumers reacting to stimuli, rather than as communicative subjects who watch, interpret, ask questions, respond, build relationships, and help shape the interactional atmosphere. Consumer behavior frameworks remain useful, but they are insufficient for explaining the communicative complexity of live commerce.

3.6 Communication Mechanisms Hidden Inside Consumer Models

Although the literature is dominated by consumer behavior frameworks, the review shows that many communicative mechanisms are already present within these models. Interactivity, social presence, parasocial interaction, two-way communication, responsiveness, synchronicity, media richness, source credibility, and interactional metadiscourse appear repeatedly, but are often treated as intervening variables leading to purchase intention.

These concepts, however, are central to live commerce communication. Interactivity is not merely a technical feature that facilitates transactions; it is a communicative condition that enables audiences to ask questions, receive responses, read comments, observe social reactions, and feel involved in a live situation. One contribution of this review is therefore to reposition these communicative concepts from the margins to the center of analysis.

3.7 Repositioning the Audience: From Consumer to Communicative Actor

This review highlights the need to reposition the subject of live streaming commerce from consumer to communicative actor. Terms such as consumer, customer, buyer, or user are not incorrect, but they are too narrow if used as the only way to understand live commerce subjects. In practice, individuals in live streaming commerce watch, comment, ask questions, follow streamers, build closeness, compare information, and help shape the live room atmosphere.

This repositioning is important because the term consumer emphasizes transaction, whereas audience allows analysis of watching, experiencing, interpreting, and participating. Live commerce audiences are not passive audiences in the traditional sense; they are communicative audiences who can produce comments, influence the flow of live sessions, provide social signals to other audiences, and participate in shaping product meanings within the platform space.

3.8 Information Overload and the Limits of Rational Processing

Live streaming commerce also transforms the conditions under which audiences process messages. In conventional e-commerce, consumers relatively have time to read product descriptions, compare prices, examine reviews, and make decisions. In live commerce, this process occurs in a fast, social, emotional, and information-dense environment.

Information overload demonstrates that audiences do not always make decisions through calm and systematic information evaluation. They often make decisions under conditions of social stimulation, emotion, speed, and temporal pressure. Peripheral processing in live commerce is therefore not merely an individual choice; it is also shaped by the communication architecture of platforms and the persuasive performance of streamers.

3.9 Audience Communication Psychology Framework

Based on the synthesis, this article proposes the Audience Communication Psychology Framework in Live Streaming Commerce. The framework does not reject consumer behavior

frameworks, but extends them. Its focus is not only on the relationship between stimulus and purchase response, but also on how audiences experience commercial communication cognitively, affectively, socially, and relationally.

The framework consists of four main components: Platform Communication Environment, Streamer Communicative Performance, Audience Psychological Processing, and Audience Communicative and Behavioral Responses. The model should be understood as a dynamic communicative loop rather than a linear pathway. Audience comments can influence streamer style; streamer responses can strengthen social presence; social presence can increase engagement; audience engagement can reinforce community atmosphere; and community atmosphere can in turn shape audience perception and decision-making.

3.10 Proposed Conceptual Framework

Based on the synthesis of 21 full-text articles, this review proposes the Audience Communication Psychology Framework in Live Streaming Commerce. The framework was developed to address the limitations of consumer behavior approaches that dominate live streaming commerce research. It conceptualizes live streaming commerce as a real-time mediated communicative environment in which platforms, streamers, audiences, products, messages, communities, and transactional mechanisms intersect simultaneously.

The first component is the Platform Communication Environment. Live streaming commerce platforms are not merely technical spaces for displaying video and facilitating transactions; they are communicative structures that shape how audiences view, respond, participate, and make decisions. Key elements include real-time interaction, synchronicity, media richness, live chat and comments, platform affordances, and information density.

The second component is Streamer Communicative Performance. In live streaming commerce, streamers are not merely sellers but communicators, performers, opinion leaders, entertainers, and relational figures. Key elements include source credibility, expertise,

attractiveness, trustworthiness, interactional style, parasocial cues, and persuasive tactics. This emphasis is consistent with Lektur studies that highlight emotional branding, narrative style, and Instagram-based communicative consistency as part of digital audience engagement (Aryanie & Zulfiningrum, 2026; Hasibuan et al., 2026).

The third component is Audience Psychological Processing. Audiences do not passively receive messages; they experience and process live commerce communication through psychological mechanisms. Key elements include social presence, physical presence, trust, enjoyment, flow, cognitive involvement, affective involvement, perceived value, perceived risk, information overload, and parasocial attachment.

The fourth component is Audience Communicative and Behavioral Responses. In traditional frameworks, audience responses are often limited to purchase intention or impulsive buying. In this framework, responses are understood more broadly as behavioral, affective, social, and communicative outcomes, including purchase intention, impulsive buying, continuous intention, watch intention, customer engagement, social sharing, trust-based loyalty, and communicative participation.

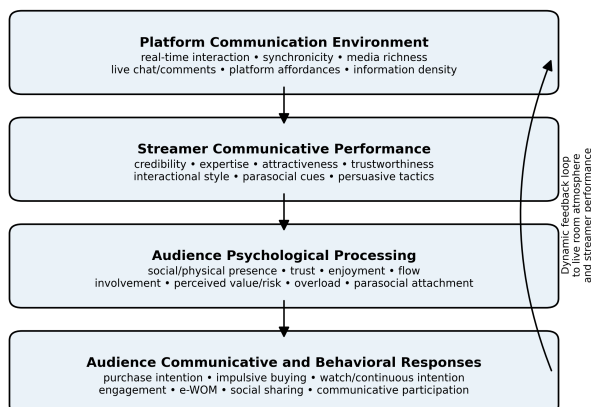


Figure 2: Audience Communication Psychology Framework In Live Streaming Commerce

Figure 2 presents the conceptual contribution of this review. The figure explains how live streaming commerce can be understood as a dynamic communicative loop rather than a linear consumer response model. It shows that platform affordances, streamer performance, audience psychological

processing, and audience communicative-behavioral responses continuously shape one another in real-time platform interaction.

4. CONCLUSION

This systematic literature review shows that live streaming commerce research has developed rapidly in recent years, particularly between 2021 and 2025. Based on the synthesis of 21 full-text articles, the review finds that live streaming commerce research remains strongly dominated by consumer behavior frameworks, particularly S-O-R, purchase intention, impulsive buying, trust, perceived value, perceived usefulness, customer engagement, and continuous intention. These frameworks provide important insights into how stimuli from platforms, streamers, products, and live commerce environments influence consumers' psychological states and behavioral responses. However, this review also shows that live streaming commerce cannot be adequately understood merely as a new variation of e-commerce or social commerce. It is a real-time communicative space that brings together platforms, streamers, audiences, products, communities, and persuasive messages within a synchronous, fast-paced, interactive, emotional, and participatory digital environment. Audiences do not only buy or intend to buy; they watch, ask questions, comment, read responses from other viewers, build closeness with streamers, experience social and physical presence, face information overload, and participate in live community dynamics.

Based on these findings, this article proposes the Audience Communication Psychology Framework in Live Streaming Commerce. The framework conceptualizes live streaming commerce as a dynamic communicative loop consisting of four components: Platform Communication Environment, Streamer Communicative Performance, Audience Psychological Processing, and Audience Communicative and Behavioral Responses. This model extends consumer behavior approaches by placing communication, relationality, social presence, parasocial closeness, affective experience, information overload, and audience participation at the center of live streaming commerce analysis.

This review has several limitations. First, it used Scopus as the sole database, which may have excluded relevant studies indexed elsewhere. Second, the synthesis was based on 21 full-text articles, meaning that the conceptual framework proposed here should be further tested and refined through broader empirical studies. Future research should examine audience communication psychology in live streaming commerce through qualitative, netnographic, digital ethnographic, and mixed-method approaches. Further studies are also needed in non-Western contexts, including Indonesia, to understand how local cultural norms, platform practices, streamer credibility, and audience participation shape real-time persuasion in live commerce.

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