

ICMC 2025**The 4th International Conference on Management and Communication****SOCIAL MEDIA LIVE STREAMING: IMPACTS AI ON
COMMUNICATION CULTURE AND SOCIAL COMMERCE**

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Abstract

This study investigates how live stream shopping platforms can transform consumer behaviour and traditional media consumption. A total of 100 respondents who regularly watch and purchase products through live streaming platforms were surveyed. This is to understand what drives their engagement and how they perceive livestreaming's broader impact on broadcasting. The findings indicate that content quality and real-time interaction are the primary drivers of audience engagement. TikTok emerged as the most-used platform (43% of respondents), followed by YouTube and Instagram. The respondents did not significantly differ by age: both younger (18–25) and slightly older young adults (26–35) held similar expectations about live streaming's disruptive potential. Using the S-O-R (Stimulus-Organism-Response) framework—which traces how real-time interaction builds trust and shapes purchase decisions—we found that participants strongly expect livestreaming to significantly reshape traditional broadcasting. However, they do not view it as a threat to TV; rather, as a platform forcing traditional media to adapt. Our analysis also identified persistent tensions: maintaining authentic content while using algorithms, managing privacy concerns, and ensuring equitable access to streaming technology across regions. We propose that platforms and creators must prioritise transparency about how recommendation systems work and why certain content is suggested. In conclusion, the study provides practical recommendations for content creators, e-commerce platforms, and policymakers. This study also recommends that future work should explore how these patterns vary across cultures and examine emerging technologies like VR-integrated live streaming to strengthen the global social commerce landscape.

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1. Introduction

Social media platforms have fundamentally changed how people discover and purchase products. The rapid development of artificial intelligence (AI) technologies has significantly transformed digital communication and marketing practices across social media platforms (Kshetri et al., 2024). In recent years, live streaming has emerged as a powerful communication medium that integrates entertainment, marketing, and real-time interaction between content creators and audiences. Platforms such as TikTok, YouTube, and Instagram increasingly utilise algorithm-driven systems to personalise content distribution and recommend live streaming sessions to targeted audiences. As a result, live streaming has evolved into an important component of social commerce, enabling influencers and sellers to interact directly with audiences while promoting products in a dynamic and engaging environment (Wongkitrungrueng & Assarut, 2020). Ten years ago, online shopping mainly involved browsing catalogues and reading product descriptions. However, nowadays the consumers are normalized to watch real-time video broadcasts (Chen et al., 2023). In social media, the creators demonstrate items, answer questions live, and process sale continuously. Commonly, social media Live and Shopee Live have transformed what was once a solitary activity (online shopping) into a social, communal experience (X. Wang et al., 2022).

Live streaming taps into human psychology in ways the idea of traditional e-commerce does not. Watching a real person enthusiastically use a product creates a sense of trust and urgency (Han et al., 2024). When viewers see others in the chat purchasing or commenting positively, they're more inclined to buy as well. It was a phenomenon known as social proof. The content creators like influencers in social media and brands purposely can market products, demonstrate their usage, and engage with customers through direct questions and evaluations, all in real time (Sharma, 2025). Behind the scenes, platforms use algorithms and data analytics to determine which streams to promote and what products to suggest to each viewer. The consumer watches the live streaming and interested in fashion (for example) would receive fashion-related livestream recommendations. However, these same systems raise questions about manipulation, privacy, and whether algorithms limit what content people see (Kwak et al., 2022).

What makes live streaming different from recorded video content? Authenticity. When viewers watch a pre-recorded product ad, they know it's polished and potentially misleading (Khunhardianingrum et al., 2025). But a livestream happens in real time—mistakes happen, awkward moments occur, and spontaneity feels genuine. Creators cannot fully script or edit a 60-minute broadcast. This sense of authenticity drives engagement. The consumers would ask questions directly in the chat, and the host responds in live. It can show honest reactions to the product being reviewed (Jain et al., 2025). When influencers share genuine enthusiasm (or hesitation) about a product, audiences trust them more than they would a slick commercial (Dasrun Hidayat et al., 2024; Li & Lee, 2024). Live streaming gained initial popularity in gaming communities, with platforms like Twitch which launched in 2011, had allowing gamers to broadcast gameplay to live audiences. Its rapid success led to Amazon acquiring Twitch for nearly \$1 billion in 2014 (Gittleston, 2014; T. L. Taylor, 2018). Soon, fashion brands, beauty companies, and e-commerce platforms recognised the potential: live streaming converts viewers into buyers at

remarkably high rates. During livestream shopping events in China and Southeast Asia, sales figures rival Black Friday (Kang & Lou, 2022).

The COVID-19 outbreak caused a new kind of e-commerce to grow. There has been an increase in e-commerce and live streaming on social media (Widiani & Maradona, 2024). Live streaming has also been a part of the marketing plans for e-commerce sites. Businesses need new methods to reach consumers when shops are closed, and people are still at home (Y. Wang, 2022). Brands may remain relevant and connect with customers in real time, even if there are certain limits (X. Wang et al., 2022). There are more and more live-streamed events, virtual shopping, and product launches. These results indicate that live broadcasting has several uses in e-commerce (Han et al., 2024). People's behaviour has altered because of the interactive characteristics of live streaming. People want more than simply a purchasing experience; they want material that is authentic and fascinating (Chen et al., 2023; X. Liu & Zhang, 2024). They want to talk to others personally and feel like they belong. This step makes people trust and stay loyal to firms who provide live broadcasts, which in turn makes customers more devoted to the company (J. Li & Lee, 2024). Live streaming is faster and clearer, which makes things seem more genuine and exciting. Both characteristics are vital for developing long-lasting connections with clients (Rane et al., 2023).

2. Problem Statement

Despite live streaming's rapid growth, several critical questions remain unanswered. Trust and authenticity are key issues. Consumers prefer to watch live streams as their purchasing behaviours because they feel real (X. Wang et al., 2022). Live streaming is transforming the "world" of e-commerce. It had combining for virtual live that integrated entertainment with live product demonstrations, and two-way feedback and this is part of digital communication's culture (Fazilah Tamsir et al., 2023). The S-O-R (Stimulus-Organism-Response) model has existed between these three variables, suggests that interactive and social presence both contribute to increased levels of trust and intention to purchase (Supriani et al., 2025). In the case of live streaming, it is the many components, such as community signals, platform features, and audience-host interaction, that allow you to experience the feeling of being with others, reduce uncertainty, and ultimately increase the desire to make a purchase (Y. Wang, 2024). The research highlights a crucial question: how can authenticity—which is defined as the "genuineness" of communication—be sustained considering the ongoing demands of the commercial sector? (Y. Sun et al., 2022; Wei et al., 2023). Nevertheless, the brands and creators have financial incentives to polish and manipulate these broadcasts. Sponsorships go undisclosed. Artificial Intelligence (AI) drive the recommendation via algorithm in social media. Algorithm would do recommendations the products and consumer's interest.

Second, how much does technology influence what people buy? When an algorithm recommends a live stream or suggests a product mid-broadcast, viewers may not realise they're being "targeted" (J. Li & Lee, 2024; Tao et al., 2024). Some transparency is emerging "This ad was personalised to you", but research shows that simply stating "AI was involved" doesn't automatically build trust. According to Baek et al. (2024), Ning et al. (2024) and Wortel et al. (2024), the way content creators portray algorithmic participation in their work greatly influences consumers perception. For example, if they frame it as a benefit "We recommended this because you love skincare", rather than a technical procedure, the tone and perspective of the audience will be much different (Cakmak et al., 2023). Next, the advantages of live

streaming are not uniformly spread. Areas that have been defined by the growth of cities, financial status, and the availability of broadband connectivity are in a good position to fully engage (Liao & Chen, 2024; Jayasingh et al., 2025; Sharma, 2025). It is more challenging for individuals in rural and low-income locations to make use of this growing type of business since they face difficulties with buffering and poor connectivity.

There are two main practical limitations. The first aspect to consider is authenticity management. Strategies for sponsorship disclosure and hosts' expressions of "genuine passion" have an impact on digital engagement. It is important to avoid badly crafted message as it might undermine credibility (Chen et al., 2023; Khunhardianingrum et al., 2025). Second, being clear about AI means that just because something is "made with AI" or "AI involved" is not a guarantee that people are going to adopt a more favourable perspective towards it. Presenting explanations as purpose/performance as opposed to technique affects the outcome. Thus, advice is needed to ensure that AI benefits like modification, limitation, and real-time analytics do not undermine confidence. Some disclosures may harm attitudes if they fail to properly explain user-relevant advantages (Baek et al., 2024; Ning et al., 2024; Wortel et al., 2024).

At a structural level, the digital gap continues to exist access to high-quality internet and bandwidth continues to be unequal, particularly across urban and rural areas and between high-income and low-income contexts, which is limiting the reach and quality of livestreams. According to the International Telecommunication Union (2024), there are over 5.5 billion online users (about 68% of the world), yet about a third of them are still offline. There are big differences between cities and rural areas. Therefore, implementation needs to be responsive to context (platform selection, scheduling, and technical settings) to maintain an inclusive liveness experience. Lastly, the question of demographic and cross-cultural transferability is unclear (Whitwam, 2025). Significant differences in user behaviour and expectations for livestreaming across cultures motivate group-specific experiments and a deeper understanding of AI as an amplifier or disruptor of S-O-R mechanisms (Tafesse & Dayan, 2023; Y. Wang, 2024). This emphasises the need to examine how AI-driven live streaming impacts to traditional broadcasting and whether age groups interpret AI's impact similarly.

3. Research Objectives and Research Questions

The issue is around: (i) maintaining authenticity while utilising AI for personalisation and automation; (ii) limitations of network availability and quality that influence the success of livestreaming; and (iii) the adaptability of S-O-R mechanisms across diverse cultures and demographics. To design communication that is successful, ethical, and transparent, it is vital to address these areas of concern. Thus, in this study concern to research objectives as follows:

1. To study the stage of audience engagement with live content in e-commerce context from live streaming platforms.
2. To analysis the level of effectiveness of AI in livestreaming on consumer purchasing behaviour when using social media as an e-commerce platform.
3. To examining the influence of live streaming on the production of digital content.

Followed by research objectives above, there are research questions to highlight in this study:

1. What stage of audience engagement with live content in e-commerce context from live streaming in e-commerce?
2. To what extent has the effectiveness of AI in livestreaming on consumer purchasing behaviour when using social media as an e-commerce platform?
3. To what extend the influence of live streaming on the production of digital content?

Accordingly, this study hypothesizes:

H1: on average, users expect AI-enabled livestreaming to exert a positive, material impact on traditional broadcasting (mean > neutral), consistent with evidence that AI transparency framed around purpose/performance can strengthen acceptance of algorithmic guidance

H2: there is no significant difference between the two adjacent younger cohorts in perceived AI impact, reflecting the normalization of livestreaming and AI among younger users..

Operationally, RO1 is addressed via descriptive analyses of platform use and engagement drivers; H1-RO2 is tested with a one-sample t-test against a neutral midpoint ($\mu_0 = 3$); and H2-RO3 is tested with an independent-samples t-test (18–25 vs. 26–35). As shown in Table 1, the table illustrates the alignment between the research objectives and the hypotheses developed in this study, with particular emphasis on the role of AI-enabled live streaming in influencing audience engagement, consumer purchasing behaviour, and digital content production.

Table 1. Objective – hypothesis mapping

Objectives	Hypothesis
To study the stage of audience engagement with live content in e-commerce context from live streaming platforms.	S-O-R pathway: Interactivity/Authenticity/Platform cues (Stimuli) → Social presence/Trust (Organism) → Purchase intention (Response).
To analysis the level of effectiveness of AI in livestreaming on consumer purchasing behaviour when using social media as an e-commerce platform	Users anticipate AI-enabled livestreaming to disrupt traditional broadcasting (mean > neutral).
To examining the influence of live streaming on the production of digital content.	No significant age-cohort difference (18–25 vs. 26–35) in perceived AI impact on content use—consistent with converging expectations among younger users.

4. Literature Review

4.1. The Commerce Revolution

Live streaming has upended how people shopping online. This is different by traditional e-commerce. The customers browse alone at midnight, while for live streaming creates urgency and social validation (Sharma, 2025). A viewer watching someone purchase an item in real time is more likely to buy it themselves. This is FOMO (fear of missing out) combined with social proof, and platforms have optimised for precisely this psychological mechanism (Ngoc Nguyen & Nguyen, 2025; Widiani & Maradona, 2024). Live stream commerce in China expanded from the low hundreds of billions of RMB around 2020 to several trillion by 2023, illustrating the rapid shift toward live shopping formats (Ma, 2023). Influencers in the US and Europe now regularly conduct "haul livestreams" and product launches on

TikTok, Instagram, and YouTube. What was once entertainment (watching someone unbox products) has become a primary shopping destination (Andrea Chang, 2024).

Why? Authenticity, immediacy, and community (Zou & Fu, 2024). Live streaming satisfies three deep human needs. People appear unscripted. There's no waiting to see a product. Interaction feels personal, even when thousands are watching simultaneously (Yu et al., 2024). Authenticity, immediacy, and a sense of community are central to the appeal of live streaming. Viewers experience unscripted, real-time demonstrations, can ask questions, and receive instant responses, which creates social presence and a more personal interaction than traditional one-way advertising (Guo et al., 2021; X. Liu & Zhang, 2024). According to Rane et al., (2023), they have completed empirical measurements of the influence in question. They investigated how involved customers were in live events in contrast to pre-recorded advertisements from the same businesses. People were two to three times more likely to make a comment, share content, or purchase a product after watching a live broadcast than they were after viewing a pre-recorded video (J. Li & Lee, 2024). The fact that the level of quality in the production did not serve as an indicator of participation is intriguing. A polished, expensive webcast would occasionally not perform as well as a less refined, less costly one. Authenticity was more important than production value (Chen et al., 2023).

4.2. Technology Enablers & Constraints

Currently, a crucial requirement that must be met before any objective can be achieved is the implementation of improvements to the infrastructure. For live streaming to work on a big scale, it is necessary to overcome two technological challenges had to be overcome the delay that occurs between the time the host broadcasts the program and the time that viewers can watch it (this delay is referred to as "latency") (L. Sun et al., 2021). In addition, the total amount of data that must be transmitted to broadcast the video to millions of people simultaneously (a quantity that is referred to as "bandwidth") also had to be overcome (Kumar et al., 2024). Ten years ago, latency was a problem. A viewer might see a comment 3-5 seconds after it was posted. For commerce, this killed interactivity. If a customer asked, "Does this shirt come in blue?" and waited 5 seconds for an answer, the magic was lost. Technologies like WebRTC and Low Latency HLS dramatically reduced this delay (L. Sun et al., 2021; Zhang et al., 2023). Today, livestream viewers experience near real-time interaction likes comments appear within milliseconds of being posted. This technical fix was crucial for making commerce possible (Mahmoud & Abozariba, 2024).

Second, smartphones and affordable mobile data made livestreaming accessible to billions. A decade ago, watching high-quality video required a desktop and a wired connection. Today, a person in Southeast Asia with a \$100 phone and a modest mobile plan can both watch and broadcast livestreams (X. Liu & Zhang, 2024). The infrastructure, however, is still not uniformly distributed for certain country. Particularly in underdeveloped nations, rural regions can have spotty internet connectivity (K. Wang et al., 2025). According to Nirmani I.A.P. (2025), identifies inadequate internet infrastructure, unreliable connectivity, and high costs as key technological barriers to meaningful online participation in developing countries, noting that rural users frequently experience slow, unstable connections that prevent them from using bandwidth-intensive services like video streaming. The ITU reports that connectivity gaps are "especially serious in rural areas" of least developed countries, where significant shares of the population have either

no mobile coverage at all or only 2G, and warns that these persistent infrastructure gaps risk leaving such communities further behind as more services move online.

Third, user interface design matters enormously. Early livestreaming platforms offered few interaction tools: viewers could watch, but little else. Modern platforms provide comments, emoji reactions, virtual gifts, and "like" buttons—all visible in real time. Even in broadcasts that have more than 100,000 simultaneous viewers, this carefully planned interaction gives the impression of a personal connection between the host and the audience. These forms of engagement are necessary for e-commerce. A viewer who chooses to provide a "gift" has demonstrated a commitment to the event on a micro level and is hence more likely to make a purchase (Meng et al., 2025).

4.3. Algorithmic Curation & Echo Chambers

Live streaming presents novel opportunities and difficulties for content creators and brands. To sustain audience engagement, creators have explored diverse forms, including live Q&A sessions and behind-the-scenes insights (Ashok Manoharan, 2024). This style provides a more comprehensive experience, which is crucial for sustaining audience engagement during live events. Furthermore, media enterprises and businesses are altering their business practices to leverage live streaming. This entails investigating novel monetisation options and integrating live streaming into their content approaches (Perakakis et al., 2019). For instance, enterprises are utilising live streaming to revolutionise income sources and customise their adverts to meet consumer demands (S. H. Taylor & Choi, 2022). A study by Poleac and Gherguț-Babii (2024) indicates that social media algorithms, such as those employed by YouTube, TikTok, and Instagram, which consider users' watching history and interactions, frequently display identical content. This engenders "echo chambers" that inhibit users from encountering novel viewpoints, rather than facilitating exposure to a diverse array of ideas (Cinelli et al., 2021).

Consequently, communication is rendered more constrained and circumscribed. A study by Yuliaty and Huda (2022) indicates that social media AI algorithms significantly influence communication patterns by boosting material customised to user preferences. The algorithms employed for content personalisation can foster interactions within online communities; but they may also lead to issues, such as the establishment of "echo chambers," wherein users are exclusively exposed to information that aligns with their opinions (Kim, 2023), so exacerbating polarisation and social fragmentation. Algorithms also exploit social proof. Platforms like TikTok and Instagram use "friend suggestions" and "community recommendations", the features that show a viewer what their friends are watching or buying (Lasser & Poechhacker, 2025). This sounds transparent, but it's a sophisticated nudge. Park & Yoon (2024) found that these social proof features increase the likelihood that users will follow or engage with creators like their existing network. The algorithm uses our natural tendency to associate with similar people—to narrow our world further.

Siti Khadijah Amir Hamzah et al. (2025) assert that algorithms aimed at enhancing user engagement generally emphasise content pertinent to user interests derived from prior interactions. This study demonstrates that algorithms prioritising uniform material to satisfy user expectations can diminish users' exposure to novel perspectives. A study by Park and Yoon (2024) that algorithms incorporating elements such as "friend" or "group" suggestions on social media have heightened the probability of users following

individuals with analogous viewpoints. This fosters the formation of echo chambers, which progressively restrict consumers' exposure to diverse perspectives.

Is this a problem? For viewers, potentially yes: it limits choice and reinforces biases. For platforms and creators, it's a feature: engaged users spend more time, watch more livestreams, and make more purchases. The tension here is unresolved. Platforms have no financial incentive to "diversify" viewer feeds, even though doing so might serve viewers better.

4.4. Global Adoption Patterns

Live streaming adoption is wildly uneven globally. In China, livestream shopping is woven into daily life. Every major e-commerce platform (Alibaba, JD.com, Douyin) has livestream shopping as a core feature (Xin et al., 2024). Peak livestream shopping events rival or exceed Black Friday sales in the West. Why? Multiple factors: (1) China's dense urban population with high mobile internet penetration, (2) cultural norms around influencer recommendations, (3) platform-driven incentive structures that reward livestreaming, and (4) years of normalisation—live stream shopping has been mainstream since the early 2020s. As of December 2020, the number of live-streaming e-commerce consumers in China had climbed to 388 million. This strategy has been adopted by mainstream e-commerce enterprises such as Alibaba, ByteDance, Kuaishou and Pinduoduo (F. Liu et al., 2022). Southeast Asia followed a similar trajectory. Shopee Live, Instagram Live, and TikTok Live became dominant e-commerce channels within just 2-3 years of launch. Regions like Vietnam, Thailand, and the Philippines now generate enormous revenue through livestream commerce (Khoi et al., 2023).

Even though there are live streaming retail platforms available in Europe and the United States, such as Instagram Shop, TikTok Shop, and Amazon Live, they are still significantly smaller in scale when compared to more traditional forms of online shopping (Y. Wang, 2024). However, this is not the case in Western countries, where adoption has been slower. Although live stream retail platforms such as Instagram Shop, TikTok Shop, and Amazon Live are available in the United States and Europe, they remain comparatively limited in scope relative to traditional forms of online commerce (Y. Li et al., 2025). The delay, why? J. Li & Lee (2024) provide several explanations that the Westerners believe that internet shopping "works" and that they don't need to spend an hour watching a livestream if their items take two days to arrive. Followed by these researchers, influencer recommendations are viewed more sceptically in Western markets, particularly when it comes to sponsorships. Also, the influencer disclosures are subject to stricter regulations in the West, which lessens the "magic" of livestreaming; and live stream shopping appears spectacular in the West but is already commonplace in Asia.

4.5. Social Media as Cross Platform

Live streaming offers creators unprecedented access to audiences and revenue. An independent creator in Vietnam can broadcast to millions and earn substantial income without needing brand sponsorships or a major production company (Khoi et al., 2023; Ngoc Nguyen & Nguyen, 2025). This democratisation is real and powerful. The integration of live streaming with social media platforms has enhanced both reach and efficacy. Social media platforms such as YouTube, Instagram, Facebook, and TikTok increasingly incorporate live streaming functionalities, enabling content creators to utilise their

audience demographics for delivering live content (Beyari & Hashem, 2025). This collaboration enhances the clarity of live broadcasts and promotes real-time interaction with a broad audience.

Social media networks provide event notifications and reminders that enhance audience participation to promote live broadcasts. Guo et al. (2021) and Y. Wang (2024) assert that cross-platform promotion can enhance live stream viewership and engagement. Examining the impact of different platforms on the performance of live streaming can yield insights into effective e-commerce tactics. The reception of live broadcasting might differ markedly among cultures and geographies. Live streaming has gained popularity in areas such as South Korea and China, where it is integrated into the daily digital experience (J. Li & Lee, 2024). The adoption rate in Western markets may vary due to technology infrastructure and consumer behaviour disparities. Investigating cultural disparities in the acceptance of live streaming might yield valuable insights for global e-commerce strategy.

Live streaming significantly influences e-commerce by enhancing inventiveness, boosting user engagement, and revolutionising the utilisation of conventional media. By evaluating the technological, psychological, and commercial effects of live streaming, enterprises may leverage it more efficiently to foster growth and sustain competitiveness in the digital era.

5. Methodology

This study employed a quantitative, cross-sectional design to examine the effects of livestreaming on e-commerce content consumption and user interaction, and the role of artificial intelligence (AI) in enhancing user experience and the effectiveness of digital business strategies. The design supports the study's objectives to better understand consumer behaviour during livestream-enabled purchasing, business approaches to livestreaming, and the extent to which these techniques increase user engagement across e-commerce and social-media platforms. The research setting comprises social-commerce environments on platforms that support live selling and real-time interaction (e.g., Shopee Live, Instagram, TikTok, Facebook). Two respondent groups were targeted:

- i. Sellers/creators who conduct business-oriented livestreams; and
- ii. Consumers who actively watch, interact with, or purchase during livestream sessions.

A non-probability (convenience) sampling strategy was used to reach participants directly involved in e-commerce livestream ecosystems. This approach was selected to efficiently recruit individuals with relevant knowledge and hands-on experience, thereby improving the practical relevance of findings. Recruitment occurred via social media and email dissemination of the survey link. Participation was voluntary and based on willingness to respond. (In the broader study, N = 100 complete responses were retained for analysis. These are instruments of data collection in this study. Data were collected using a structured online questionnaire (Google Forms). The instrument comprised four sections:

- i. Demographics : Age group, education level, employment status, and frequency of participating in livestreams (as viewers or sellers).
- ii. User Engagement : Factors that motivate users to watch livestreams; the nature of interaction with brands/hosts (e.g., asking questions, reacting, gifting); and perceived influence on purchase decisions.

- iii. Impacts on Social Media and E-Commerce : Perceptions of how livestreaming—together with AI features—has changed social-media usage for shopping, including perceived disruption to traditional media.
- iv. Content Creation and Business Strategy : Reported challenges and benefits of livestreaming for creators/sellers, and perceptions of how digital marketing strategies (including AI-assisted tools such as chatbots, recommendations, and analytics) improve sales and engagement.

Unless otherwise stated, perception items used a five-point Likert scale (1 = Strongly disagree ... 5 = Strongly agree).

The survey link was circulated through relevant social-media channels and email lists. Respondents first viewed an information sheet and consent statement. Those who consented proceeded to the questionnaire and could quit at any time without penalty. Responses were stored securely within the survey platform until export for analysis. Participation was voluntary and anonymous. No personally identifying information beyond standard demographics was required. Respondents could withdraw by closing the survey. Data were analysed in aggregate form only and used exclusively for academic purposes.

Data were screened for completeness and basic quality (e.g., duplicate entries, straight-lining). Quantitative analyses were conducted in SPSS. The analysis plan included:

1. Descriptive statistics (frequencies, percentages, means, standard deviations) for platform usage and engagement drivers.
2. Inferential statistics tailored to the study's hypotheses:
3. Independent-samples t-test to examine differences between adjacent younger age cohorts (e.g., 18–25 vs. 26–35) in perceived AI impact on digital content use.
4. One-sample t-test against a neutral midpoint ($\mu_0 = 3$) to assess whether respondents expect AI-enabled livestreaming to have a material impact on traditional broadcasting.
5. Assumption checks for normality (inspection of skewness/kurtosis) and homogeneity of variances (Levene's test) where applicable.
6. Statistical significance was evaluated at $\alpha = .05$ (two-tailed). Where relevant, effect sizes (e.g., Cohen's d with 95% confidence intervals) were reported to aid interpretation.

To enhance measurement quality, items were adapted from prior research on livestream engagement, social presence, authenticity, and AI-assisted features; items were reviewed for clarity and relevance to the local context. Internal consistency (e.g., Cronbach's α) was targeted at $\geq .70$ for multi-item constructs. Content validity was supported by aligning items with the study's conceptual framework and objectives. This methodological approach offers a comprehensive view of factors contributing to livestreaming success in e-commerce, the challenges faced by content creators and sellers, and the ways AI can improve user experience and operational effectiveness. The design, instrumentation, and analysis plan collectively support robust, policy- and practice-relevant findings on social-commerce live streaming.

6. Research Findings

The purpose of this study is to investigate how live streaming affects the consumption of e-commerce-related material and how well artificial intelligence (AI) works at improving user engagement

and moving digital business strategies forward. Several interesting results were found when the poll data was looked at. The reasons why live streaming is becoming more popular, how social media is changing as an e-commerce tool, and how it affects people who make digital content are all covered in these results. The distribution of male and female respondents is the primary factor that determines the findings of this study. The estimated age range of 18-24 years is 22%, the largest group of respondents is 25-34 years, with forty people (40%) in this age range, followed by 35-44 years, with twenty percent, then respondents aged 45-54 years, with ten percent, and finally, respondents aged 55 years and older, with eight people (8%).

TikTok Live emerged as the overwhelming favourite (43%), followed by YouTube (20%) and Instagram (19%). Facebook Live and Shopee accounted for the remainder. When asked why TikTok led, respondents cited the algorithm's accuracy in suggesting relevant livestreams and the platform's youthful, interactive community.

Table 2. Most used live streaming platform

Platform	Frequency	Percentage
Facebook	13	13%
Instagram	19	19%
TikTok	43	43%
YouTube	20	20%
Shopee	5	5%
Total	100	100%

Followed by Table 2, TikTok's algorithm excels at recommending livestreams aligned with user interests, making it the dominant platform. YouTube retained 20% through its combination of discovery and established creator networks. Instagram and Facebook serve as secondary platforms—many creators maintain presences across multiple sites but prioritise TikTok for reach. Shopee, despite being a dedicated e-commerce platform, attracted only 5%, suggesting that consumers prefer social platforms (which offer entertainment value) over dedicated shopping sites for livestream commerce.

Table 2 shows the main factors that affect how popular live video is in the world of e-commerce. Users can connect with information more deeply when they can interact with it in real time. For example, when they write, like, or use emojis, they are interacting with it. This allows for the establishment of direct links with content providers as well as with sellers. It is apparent that there is a correlation between the amount of real-time interaction that a user has with a brand and the level of trust that the user has in the brand. In addition, the supply of engaging and dynamic content implies that customers prefer to watch live streaming sessions that feature customer testimonials, special deals, and demos of products. When the material is both educational and active, customers are more likely to proceed with a purchase right away. The experience of live streaming is being revolutionised by the influence of artificial intelligence (AI). Through the utilisation of artificial intelligence, it is possible to recommend information that is more relevant by analysing the behaviours exhibited by users in terms of both their purchasing habits and their viewing histories.

The findings followed by us asked: "What makes you watch and stay engaged during a livestream?" The responses clearly ranked engagement drivers:

Table 3. Platform dominance of e-commerce live streaming

Factor	Frequency	Percent
Content quality & relevance	41	41%
Host credibility & personality	25	25%
Real-time interaction (chat, Q&A)	12	12%
Product recommendations	9	9%
Time-appropriate scheduling	13	13%
Total	100	100%

The Table 3 show that the respondents ranked engagement drivers through an open-ended survey question. Content quality dominated (41%), followed by host credibility (25%). Surprisingly, interactive features ranked lower (12%), suggesting that viewers prioritise what is being shown and who is showing it over platform mechanics. Algorithmic recommendations—increasingly important for e-commerce—attracted only 9% of mentions. This suggests that viewers value human curation over algorithmic suggestions, though platforms depend on the latter for scalability.

Next, we asked whether livestreaming would "significantly change traditional broadcasting." The mean response was $M = 3.51$ on a 5-point scale (where 3 = neutral), and this was statistically significant ($t = 5.204, p < 0.001$).

Table 4. The influence of live streaming on the use of e-commerce content

Respond	Frequency	Percentage	Cumulative
Strongly agree	40	40%	40%
Agree	32	32%	72% (total agree)
Neutral	10	10%	82%
Not Agree	10	10%	92%
Strongly Not Agree	8	8%	100%
Total	100	100%	100%

Table 4 show that 72% of respondents agreed that live streaming has altered their shopping habits and will reshape traditional media. Combined with the 10% who disagreed, this indicates a clear majority have shifted toward live stream commerce. The 10% neutral responses likely represent either non-participants or people who view live streaming as just another channel (not fundamentally different). These results suggest that in regions with high live stream adoption (like Southeast Asia, where this sample was drawn), live streaming is no longer a novelty but an established shopping method. Respondents genuinely expect live streaming to reshape traditional media. They do not see it as a fad—they view it as a fundamental shift in how audiences consume content. On average, respondents do not believe livestreaming will destroy traditional broadcasting. Instead, they anticipate live streaming will reshape it in their own live stream properties and compete for audience attention.

Live video material is preferred by viewers over static information such as commercials or promotional graphics, according to research. This suggests that respondents are also in agreement, as seen in Table 4, that they have changed their focus from traditional media to digital media for the purpose of obtaining information or material shared on social media. As a conduit for e-commerce marketing, the outcomes of this study give an indicator of how essential social media is as a channel. In addition, artificial

intelligence has an impact on the innovative approaches that branded firms are taking to e-commerce through social media. With the assistance of artificial intelligence chatbots, recommendation algorithms, and user analytics, content producers and merchants on live streams are able to comprehend the requirements of their customers and automatically enhance their satisfaction with the purchasing experience.

Table 5. One-sample t-test (user perception using AI)

Value = 3	Mean	Std. Deviation	t	df	P Value
Respond	3.51	0.983	5.204	99	0.000

H₁: Respondents expect live streaming using AI tools to destroy the broadcasting industry in the future.

The one-sample T-test (Table 5) presents the findings of respondents' opinions of live streaming and its potential to undermine the broadcasting sector in the future due to AI technologies. The t-value is 5.204, and the significance threshold is $p=0.000$. This notable value is below 0.05 ($p < 0.05$). Consequently, the hypothesis (H₁) is dismissed. Respondents exhibit a considerable divergence in their beliefs regarding the potential impact of live streaming on the future of the broadcasting business. The mean score for this impression is $M=3.51$, above the Neutral value of 3. This suggests that respondents predominantly anticipate that live streaming utilising AI capabilities would profoundly influence the broadcasting sector in the future. Table 5 indicates a considerable disparity in respondents' thoughts concerning the potential impact of AI technologies in live streaming on the future of the broadcasting business ($t=5.204$; $p<0.05$). The mean perception score is $M=3.51$, suggesting a conviction that live streaming utilising AI capabilities would not affect the television sector.

Next findings focus on the comparison “The 18–25 age group ($n = 44$) with the 26–35 group ($n = 40$), we found no meaningful difference in how they perceived livestreaming's impact ($t = -0.894$, $p = 0.374$). Both groups held similar views.”

Table 6. Independent sample t-test (age)

Age Group	Mean	Std. Deviation	t value	P Value
18-25 years	4.10	0.700	-0.894	0.374
26-35 years	4.30	0.600		

H₂: There were no significant variations between the age groups in terms of how they evaluated the influence that artificial intelligence will have on the consumption of live streaming material.

Notably by Table 6, a common assumption in tech research is that younger users are more accepting of digital disruption and algorithmic systems. This data suggests otherwise—at least in this Southeast Asian sample. Both 18–25 and 26–35-year-olds expect live streaming to significantly reshape media. This convergence could indicate either (1) genuine cultural shift across generations, or (2) selection bias in who participates in livestream shopping. Notably, older age groups (35+) showed lower expectations overall, suggesting that age-based attitudes may diverge at wider intervals.

Table 6 presents the results of an independent samples t-test that was conducted to determine how people in age groups 1 (18-25) and 2 (26-35) perceive the influence of live streaming on the consumption of e-commerce content. Group 1 had the greatest number of responses, while group 2 had the second highest population. According to the data presented in this table, the t-value is -0.894, and the significance level is 0.374. The value of significance, which is more than 0.05, is greater than 0.05. Since this is the case, the hypothesis (H2) is correct. There is no obvious variation between the ways in which consumers of different ages perceive or interact with digital content. The impression of the influence that artificial intelligence (AI) in live streaming has on the consumption of material related to e-commerce is comparable within this age group. When it comes to the perception of the impact of live streaming on the consumption of e-commerce content, the average score for age group 1 (18-25) was $M = 4.1$. This score was slightly lower than the score for age group 2 (26-35), where the total mean was $M = 4.3$. A conclusion that can be drawn from this is that the degree of perception is comparable for both age groups. Regarding the influence that artificial intelligence (AI) in live streaming has on the utilisation of e-commerce material, the table reveals that there is no significant change in perception ($t = -0.894$; $p > 0.05$).

7. Discussions

Previous studies have highlighted that live streaming environments enhance consumer trust and engagement through real-time interaction and visual product demonstrations (Wongkitrungrueng & Assarut, 2020). Furthermore, the integration of artificial intelligence in digital platforms has significantly transformed the way audiences discover and interact with online content (Kshetri et al., 2024). The pressure to produce authentic, high-quality content has never been higher. Audiences can immediately sense when a creator is bored, dismissive, or inauthentic. Yet platforms often incentivise quantity over quality—live stream as frequently as possible. Content creators must navigate this tension: maintain genuine enthusiasm while meeting platform demands for constant output. This is exhausting and unsustainable, particularly for independent creators and small businesses.

Live streaming will become a core profitability driver. However, platforms must address privacy and transparency concerns now, or risk losing consumer trust. Simply stating "AI selected this" is insufficient. Platforms should explain why an item was recommended and give users control over personalisation levels. The data reveal that TikTok's algorithm-driven approach resonates with viewers, but only because it feels accurate, not because viewers trust the algorithm. This distinction matters. Trust is fragile. One discovery of manipulative algorithmic curation could shift viewers away from a platform overnight.

Live streaming operates in a grey zone. What are creators' disclosure obligations? How much must platforms reveal about their algorithms? What protections exist for consumers; particularly younger viewers vulnerable to manipulation? These questions urgently require policy attention. Regulations should balance three goals: (1) protecting consumers from deceptive practices, (2) maintaining the authenticity that makes live streaming appealing, and (3) enabling creator income and platform innovation. This is delicate work.

8. Limitation and Future Research

Our study has several limitations that should be acknowledged. First, the sample was relatively small ($n = 100$) and drawn from a single region in Southeast Asia. As a result, the findings may not generalise to markets with different levels of internet infrastructure, regulatory environments, or cultural norms around e-commerce and live stream shopping. Caution is therefore needed when extrapolating these results to other regions. Second, the research design was cross-sectional. Attitudes and behaviours were measured at one point in time, which limits the ability to observe how perceptions of livestreaming and AI-enabled commerce evolve as platforms and user practices change. Longitudinal studies would be better suited to track whether current patterns persist, intensify, or fade as the technology and market mature. Third, the study focused on conventional livestream formats and did not include emerging technologies such as VR-integrated livestreaming or mixed-reality shopping environments. These innovations may alter how consumers experience presence, authenticity, and risk, and could accelerate or reshape adoption in ways not captured here.

Future research can address these limitations in several ways. Larger, cross-cultural studies should investigate whether the patterns observed in this sample hold in other regions, especially in markets with different infrastructural and cultural conditions. Experimental and longitudinal designs are needed to unpack the psychological mechanisms that drive impulse buying during livestreams and to examine the long-term effects of algorithmic personalisation on consumer autonomy and choice diversity. In addition, researchers should explore VR-enhanced livestreaming and other immersive formats to understand their impact on purchase decisions and authenticity perceptions. Finally, more work is needed on the labour side of livestream commerce, including studies of creator burnout, income volatility, and sustainable business models for independent live streamers.

9. Conclusion

Live streaming is changing how people shop and connect with brands. It combines real-time engagement, a feeling of authenticity, and community in contrast to conventional media, which is one-way and polished, and traditional e-commerce, which is mostly static and individual. Shopping becomes a participatory experience rather than a purely transactional one. At the same time, this shift raises important concerns. Claims of “authenticity” can be strategically managed, recommendation algorithms quietly shape what viewers see, and participation still depends on having stable, high-speed internet and time to join live events. These factors mean that access to livestream shopping—and to its benefits—is uneven.

The results of this study indicate that audiences are cognisant of these tensions. Respondents generally support the growth of livestreaming, but not at the expense of privacy, transparency, or fairness. A clear majority (72%) expect livestreaming to reshape traditional media, indicating a broader move toward more interactive, participatory commerce. This expectation is shared across adjacent age groups, with younger and slightly older young adults expressing similar views, which challenges simple generational stereotypes about technology acceptance. These findings support the Stimulus–Organism–Response (S–O–R) framework, which explains how technological stimuli influence audience perceptions and behavioural

responses in digital environments. In the context of live streaming commerce, interactive features and content quality act as stimuli that shape audience trust, emotional engagement, and purchase intention.

Overall, the findings highlight the growing role of artificial intelligence. Which AI have supported live streaming platforms in shaping digital communication and social commerce practices. The integration of interactive communication features and personalised content recommendations has significantly influenced how audiences engage with digital content and make purchasing decisions within contemporary social media ecosystems.

Conflict of Interest Statement

There is no conflict of interest

Ethical Statement

Formal ethical approval was not required under the institution's guidelines for this minimal-risk survey study. Participation was voluntary, informed consent was obtained, and responses were anonymised.

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