

Research on Marketing Strategies under the Live Streaming E-Commerce Model

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Abstract: With the vigorous development of the digital economy and the popularization of mobile internet technology, live streaming e-commerce, as an emerging e-commerce model, has witnessed explosive growth in recent years. This paper systematically combs the latest research achievements in China's live streaming e-commerce field from 2023 to 2025, and conducts a comprehensive review from multiple dimensions including the development status of live streaming e-commerce, classification of marketing models, influencing mechanisms of consumer behavior, anchor characteristics and trust mechanisms, platform strategies, and future development trends. The study finds that live streaming e-commerce has reconstructed the transaction logic of traditional e-commerce through real-time interaction, scenario-based display and social attributes, and an anchor's professionalism, credibility, interactivity and affability have become the key factors affecting consumers' purchase decisions. Finally, this paper puts forward practical suggestions for optimizing the marketing strategies of live streaming e-commerce, providing a theoretical reference for the healthy development of the industry.

Keywords: Live streaming e-commerce; Marketing strategy; Consumers' purchase intention; Anchor characteristics; Trust mechanism

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1. Introduction

Since 2023, China's live streaming e-commerce industry has entered a new stage of standardized development. According to the data from iResearch Consulting, the market scale of China's live streaming e-commerce exceeded 4.5 trillion yuan in 2023, with the user scale surpassing 500 million, emerging as an important engine driving the development of the digital economy ^[1]. Live streaming e-commerce has not only changed the traditional commodity circulation mode, but also reconstructed the connection mode between consumers and brands. Against this backdrop, academic research on the marketing models of live streaming e-commerce has continued to deepen, yielding abundant theoretical achievements.

Relevant literature reviews indicate that the internet celebrity marketing model is a marketing model that drives the development of the internet celebrity economy through marketing on internet platforms. It relies on internet celebrities for product marketing and focuses on the monetization of fan traffic and the internet

influence of internet celebrities ^[2]. However, current research has also found that live streaming e-commerce is plagued by problems such as an imperfect internet celebrity marketing system, serious homogenization, and inferior product quality. This paper aims to systematically sort out the latest research progress of China's live streaming e-commerce marketing strategies from 2023 to 2025, providing a reference for theoretical research and practical application.

2. Development status and classification of marketing models of live streaming e-commerce

2.1. Development status of live streaming e-commerce

The development of live streaming e-commerce in China has gone through the evolution from the embryonic stage to the explosive growth stage and then to the standardized stage. Since 2023, the industry has presented several prominent characteristics: first, the platform pattern has become stable, with Taobao Live, Douyin E-commerce, and Kuaishou E-commerce forming a tripartite confrontation; second, the store live streaming model (brand self-operated live streaming) has become the mainstream, and an increasing number of brands have established exclusive live streaming rooms to reduce their dependence on top anchors; third, vertical and segmented fields have been continuously deepened, and new business forms such as agricultural product live streaming and cross-border live streaming have emerged one after another.

According to the research report, the in-depth markets (third- to fifth-tier cities) have become an important growth pole of live streaming e-commerce, with a permanent population of about 600 million. It is estimated that China will add another 80 million middle-class and above population by 2023, of which more than 70% of the new population will come from the in-depth markets. These consumers use shopping apps 6.65 times per device per day, with an effective usage duration of 22.3 minutes, demonstrating strong online shopping activity.

2.2. Classification of marketing models of live streaming e-commerce

According to existing literature, the marketing models of live streaming e-commerce can be classified from multiple dimensions:

Classified by the operating subject, it can be divided into two models: influencer live streaming (internet celebrity/KOL live streaming) and brand self-operated live streaming (store live streaming). Previous studies have pointed out that the store live streaming model is becoming the mainstream of e-commerce, and brand merchants are reshaping the industry ecology and building their own traffic pools ^[3]. In addition, research on the selection of e-commerce platform sales models and live streaming marketing strategies has found that there are significant differences between the self-operation model and third-party live streaming in terms of their impact on market competition and consumer participation ^[4].

Classified by live streaming content, it can be divided into three types: discount-based live streaming rooms, professional introduction-based live streaming rooms, and scenario-based live streaming rooms. Discount-based live streaming rooms create a "sense of rarity" through a fast pace to stimulate shopping desire; professional introduction-based live streaming rooms focus on product function explanation to establish long-term trust relationships; scenario-based live streaming rooms construct product application scenarios to enhance the sense of atmosphere and experience.

Classified by technical form, it can be divided into real-person live streaming and virtual anchor live streaming. Relevant research has examined the positive and negative impacts of virtual anchors' "persona" on consumers' purchase intention, and found that the two-dimensional characteristics of virtual anchors

have important enlightenment significance for real-person anchors. Another study further discussed the enlightenment of the persona characteristics of two-dimensional virtual anchors to real-person anchors, pointing out the advantages of virtual anchors in controllability and stability ^[5].

3. Influencing mechanisms of live streaming e-commerce on consumers' purchase intention

3.1. Factor models influencing consumers' purchase intention

In recent years, the academic community has constructed a number of theoretical models to explain consumer behavior in live streaming e-commerce. Based on the theory of interaction ritual chains, one study examined the factors influencing the impact of e-commerce live streaming interaction on consumers' purchase intention, and found that the quality of anchor interaction and the quality of audience mutual assistance affect purchase intention through the mediating effect of collective identity and collective moral sense ^[6].

From the perspective of flow experience, another study investigated the impact of the interactivity of e-commerce live streaming on consumers' online purchase intention, and found that flow experience and perceived value play a chain mediating role in it. The study pointed out that the interactivity of live streaming stimulates consumers' flow state, thereby improving perceived value and ultimately promoting the formation of purchase intention ^[7].

In terms of empirical research, scholars have verified the influence intensity of various factors through questionnaire surveys and structural equation models. Studies have shown that an anchor's professional ability, reputation, and fan group scale, and timely interaction with fans have a significant positive impact on consumers' purchase intention, among which interactivity has the greatest impact. At the same time, the interactivity of website design, convenient payment, as well as the comprehensiveness, authenticity and preferential prices of commodity information are also important influencing factors ^[8].

3.2. The mediating role of trust mechanisms

In the context of live streaming e-commerce, consumer trust has become a key bridge connecting marketing stimuli and purchase decisions. Anchor characteristics affect consumer trust by reducing information asymmetry, enhancing perceived reliability and strengthening emotional connection, and on this basis, guide consumers to make purchase decisions.

Specifically, professional characteristics mainly play a role by reducing information asymmetry. When an anchor can accurately and clearly explain product attributes and provide logical explanations, consumers' sense of uncertainty about information decreases accordingly. Credibility characteristics affect the formation of trust by enhancing perceived reliability. The sense of reality, honest attitude, and consistency of behavior presented by anchors in their expression make it easier for consumers to believe the legitimacy of their recommendation motives. Interactivity characteristics further act on the formation of trust by improving psychological security. The way anchors respond to audience questions, interaction frequency, and emotional feedback make consumers feel valued and respected in the communication process ^[9].

Perceived price fairness and platform trust play a core mediating role in price comparison live streaming. A case study of JD's Double 11 live streaming room shows that through transparent price comparison processes, professional anchor endorsement, and efficient compensation execution, the platform has built a comprehensive trust system, making consumers believe that the platform can protect their legitimate rights and interests,

thereby improving purchase intention ^[10].

3.3. The driving role of emotional energy

Purchase decisions in live streaming e-commerce are not the result of completely rational calculation, and emotional factors play an important role. Related research has found that emotional energy has a mediating effect in the impact of interaction quality on consumers' purchase intention. The quality of anchor interaction has a positive impact on collective identity and collective moral sense, and the quality of audience mutual assistance also has a positive impact on these two types of emotional energy.

In the live streaming environment, the emotional amplification effect further accelerates the trust generation process. Anchors' emotional expressions and the atmosphere of live streaming rooms continuously influence consumers' emotional states through rendering, making them form a strong emotional investment in a short time, thus amplifying the trust judgment of anchors. In addition, the characteristics of group influence are significant. The interactive behaviors, purchase feedback, and emotional reactions of other audiences constitute a kind of social cue, and consumers constantly adjust their trust cognition in the process of observing group behaviors.

4. Anchor characteristics and optimization of marketing strategies

4.1. Multi-dimensional composition of anchor characteristics

As the core element of live streaming e-commerce, an anchor's characteristics can be depicted from four dimensions: professionalism, credibility, interactivity, and affability. Professionalism is reflected in the ability to master and express products and related information, including product knowledge reserve, logical explanation and scenario-based display ability. Credibility is reflected in the consistency between the values conveyed by the anchor and their behaviors, including a sense of reality, honesty and consistency.

In terms of image characteristics, anchors with outstanding appearance have a natural advantage in attracting consumers' attention, and anchors who dress appropriately and match the live streaming content can leave a good first impression on consumers. In terms of language style, humorous and witty language can create a relaxed and pleasant live streaming atmosphere, while concise and clear language helps consumers quickly obtain key product information ^[11].

In the dimension of professional skills, the impact of product knowledge and sales skills on consumers' purchase intention has been widely recognized. Anchors with rich product knowledge can provide consumers with detailed and accurate product information, answer consumers' questions, and enhance consumers' trust in products. Anchors with superb sales skills are good at using various promotional strategies and communication skills to stimulate consumers' purchase desire.

4.2. Marketing strategy framework based on the 4C Theory

Based on the 4C Theory (Consumer, Cost, Convenience, Communication), some scholars have analyzed the marketing strategies of Douyin live streaming sales and put forward a strategy framework oriented to consumer demand, reducing consumers' decision-making costs, improving purchase convenience, and strengthening two-way communication. This framework emphasizes that live streaming e-commerce marketing should shift from the traditional "products finding consumers" to "consumers finding products," and achieve efficient matching through accurate insight into consumer demand ^[12].

Other studies have examined the relationship between personalized recommendation of e-commerce live streaming platforms, user perceived value, and consumers' purchase intention, and found that personalized recommendation affects purchase intention by improving user perceived value. This indicates that the precise recommendation algorithm based on big data and artificial intelligence technology is an important technical support for live streaming e-commerce marketing.

4.3. Scenario-based and content marketing strategies

Scenario-based marketing is an important feature that distinguishes live streaming e-commerce from traditional e-commerce. Previous research has pointed out that by constructing specific usage scenarios, anchors can help consumers complete the psychological transformation from "understanding products" to "imagining usage." Subsequent studies have further proposed an operation optimization model of live streaming e-commerce marketing strategies for clothing brands, emphasizing the important role of scenario-based display in improving conversion rates ^[13].

In terms of content marketing, high-quality content and live streaming clips allow consumers to understand creators better and improve retention rates. The omni-channel linkage marketing model of short videos + live streaming + search + private domain has become a trend, which can establish consumer awareness in an all-round way and make full use of platform algorithm mechanisms to obtain more free traffic.

5. Platform strategies and ecological construction

5.1. Omni-channel marketing with the linkage of public and private domains

Since 2023, the linkage of public and private domains has become an important trend in live streaming e-commerce marketing. The research report points out that establishing an omni-channel linkage marketing model of short videos + live streaming rooms + search + private domain can establish consumer awareness in an all-round way and reduce the customer acquisition cost of enterprises. Public domain traffic is introduced through splash screen ads, in-feed ads, search ads, and other methods, while private domain is refinedly operated through brand communities, one-on-one shopping guides, and other methods.

In terms of public domain introduction, heating up content videos/historical live streaming clips introducing brands or products during live streaming can attract interested targeted audiences and natural traffic consumers to watch in the live streaming room. Brand live streaming rooms undertake traffic from multiple channels and guide followers, cart additions, orders, and private domain subscriptions; the improvement of data can bring more natural traffic.

5.2. Platform governance and standardized development

With the rapid development of live streaming e-commerce, the issue of platform governance has attracted increasing attention. Some studies have pointed out that the imperfect industry standards and uneven product quality are the main problems currently faced. Platforms need to strengthen supervision, improve the credit evaluation system, and protect consumers' rights and interests ^[14].

In terms of anchor management, platforms should establish a hierarchical and classified anchor management system, and implement differentiated management strategies for top anchors, middle-tier anchors, and new anchors. At the same time, strengthen the construction of the anchor training system, improve the professional quality and compliance awareness of anchors, and promote the healthy development of the industry.

6. Special scenarios of cross-border live streaming and rural live streaming

6.1. Marketing strategies of cross-border live streaming e-commerce

Cross-border live streaming e-commerce is an emerging business form in recent years. Relevant research has found that the marketing strategies of live streaming rooms mainly depend on the social influence of anchors. When an anchor's social influence is low, the "minimum sales guarantee" strategy is more beneficial; when the influence is strong, the "breakthrough sales" strategy is more advantageous ^[15].

Based on the Stimulus-Organism-Response model, another study evaluated the impact of live streaming and short videos on customers of small and medium-sized cross-border e-commerce enterprises, and found that live streaming and short videos have a positive impact on customer trust, consumer participation, and purchase intention ^[16]. The study suggests that small and medium-sized enterprises should provide accurate product details and demonstrate professionalism in live streaming and short videos to achieve good results ^[16].

6.2. The agriculture-supporting model of rural live streaming e-commerce

Rural live streaming e-commerce is an important form of live streaming e-commerce empowering rural revitalization. Related studies have pointed out that live streaming sales meet consumers' needs for further understanding of products through online communication with them. Consumers have a better understanding of the production and processing processes of products, which drives sales indirectly ^[17].

Further discussions have proposed that the agriculture-supporting marketing model of live streaming sales should strengthen the cultural connotation of agricultural and sideline products and promote the construction of rural infrastructure ^[18]. Other researchers have analyzed the path of live streaming sales promoting rural economic development, believing that live streaming sales, as a new marketing model, have opened a brand-new situation for rural economic development ^[18].

7. Research conclusions and future prospects

Through a systematic review of the research on live streaming e-commerce marketing strategies in China from 2023 to 2025, this paper draws the following main conclusions and puts forward corresponding suggestions: First, the marketing models of live streaming e-commerce show a trend of diversified development; the store live streaming model has gradually become the mainstream, and new technical forms such as virtual anchors are emerging one after another. Different marketing models are suitable for different product types and target groups, and enterprises need to select appropriate strategy combinations according to their own characteristics. Second, anchor characteristics are the core factors affecting consumers' purchase intention. Professionalism, credibility, interactivity, and affability affect consumer trust and purchase decisions through different paths, among which interactivity has the most significant impact in the current live streaming e-commerce environment. Third, the trust mechanism plays a key mediating role in purchase decisions of live streaming e-commerce. Perceived price fairness and platform trust are important bridges connecting marketing stimuli and purchase intention, and emotional energy plays a mediating role between interaction quality and purchase intention. Fourth, omni-channel marketing with the linkage of public and private domains has become an industry trend, and the integrated marketing model of short videos + live streaming + search + private domain can effectively reduce customer acquisition costs and improve conversion efficiency.

Based on the above conclusions, this paper puts forward the following practical suggestions: For platforms, they should improve the hierarchical and classified anchor management system, strengthen content review and

quality supervision, build a healthy platform ecology, optimize the algorithm recommendation mechanism, improve the accuracy of personalized recommendations, and achieve a win-win situation for platforms, anchors, merchants, and consumers. For merchants, they should attach importance to the construction of store live streaming capabilities, cultivate their own anchor teams to reduce dependence on top anchors, focus on scenario-based content creation in marketing strategies, improve consumer participation through high-quality product display and interactive design, and establish an omni-channel marketing system with the linkage of public and private domains to realize efficient traffic conversion and long-term user operation. For anchors, they should continuously improve their professional quality, deepen product knowledge reserves, enhance the logic and persuasion of explanations, improve the timeliness and pertinence of responses in terms of interaction, strengthen emotional connection with consumers through emotional feedback, and maintain consistency in words and deeds to establish a long-term and credible personal brand image.

Although existing research has achieved abundant results, there are still the following deficiencies and future research directions: Most existing studies focus on real-person anchors, while research on new technical forms such as virtual anchors and AI anchors is relatively insufficient. In the future, in-depth research can be conducted on the characteristic dimensions, trust mechanisms of virtual anchors, and their collaborative strategies with real-person anchors. Current research mainly focuses on a single purchase behavior, and there is little research on consumer loyalty, repurchase behavior, and long-term relationship maintenance in live streaming e-commerce. In the future, the time dimension of research can be expanded to explore the management of consumer lifetime value in live streaming e-commerce. Comparative research across platforms and categories needs to be strengthened. There are differences in the rules and algorithms of different platforms and user characteristics, and live streaming strategies for different categories should also be distinguished. In the future, more segmented research can be carried out. With the development of technologies such as the metaverse, AR/VR, the form of live streaming e-commerce will further evolve. Future research can focus on the reconstructive role of new technologies on the marketing models of live streaming e-commerce and explore the innovation of marketing strategies under immersive shopping experiences.

Disclosure statement

The author declares no conflict of interest.

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