

From Live Streaming Features to Consumer Conversion: A Systematic Review of Tourism E-commerce Live Streaming Research

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Abstract

Following the PRISMA 2020 guidelines, this study systematically reviews 16 peer-reviewed empirical journal articles on consumer conversion in tourism e-commerce live streaming (TECLS), identified from Web of Science and Scopus. Through descriptive and content analysis, the review synthesizes publication characteristics, theoretical and methodological approaches, livestreaming antecedents, psychological mechanisms, boundary conditions, and conversion outcomes. The findings indicate that: (1) consumer conversion is driven by multiple antecedents, including content and presentation features, interaction and presence features, streamer characteristics, relational factors, and commercial, service, and co-creation factors. Their effects are transmitted through experiential and cognitive, trust and relational, and emotional and motivational mechanisms, while individual and situational conditions shape the strength of these relationships; (2) conversion outcomes range from purchase and booking intentions to immediate, impulsive, and cross-buying behaviors and observable sales outcomes, although the reviewed studies remain concentrated on short-term conversion outcomes; and (3) The reviewed studies span different platform ecosystems, streamer forms, and emerging technologies, while quantitative methods remain dominant. Based on these findings, this review proposes an integrated framework linking livestreaming antecedents, psychological mechanisms, boundary conditions, and consumer conversion outcomes. The framework provides a systematic basis for future TECLS research and practical guidance for tourism firms, platforms, and livestreamers.

Keywords: Tourism E-commerce Live Streaming, Consumer Conversion, Livestreaming Features, Psychological Mechanisms, Systematic Literature Review

Introduction

Tourism has become an important contributor to global economic activity and employment. According to the World Travel & Tourism Council (WTTC, 2026), the travel and tourism sector makes a substantial contribution to global economic activity and supports millions of jobs

worldwide, highlighting its important role in economic development and employment creation. As tourism becomes increasingly digitalized, the development of digital technologies has changed how tourism organizations communicate with consumers, deliver services, and create tourism experiences. In response to these changes, digital transformation has become an important research area in tourism, with emerging technologies reshaping marketing practices, consumer engagement, and tourist behavior (Gutierriz et al., 2025; Zhang et al., 2025). As tourists increasingly use digital platforms to search for information, evaluate destinations, and make travel decisions, understanding how digital communication influences tourist behavior has become an important issue in tourism research and industry practice (Xiang & Gretzel, 2010).

With the continuous development of digital technologies, tourism information communication has undergone substantial changes as interactive digital platforms have reshaped how tourism information is produced, shared, and experienced (van Nuenen & Scarles, 2021). Social media and user-generated content (UGC) have enabled tourists to actively create, share, and exchange tourism information, transforming them from passive information receivers into active content creators and disseminators (Xiang & Gretzel, 2010). Compared with traditional tourism marketing communication, digital platforms provide more interactive, immediate, and personalized ways for tourism organizations and consumers to communicate, reshaping the process of tourism information exchange (van Nuenen & Scarles, 2021). Following this trend, e-commerce live streaming has emerged as a new online business model that integrates product presentation, real-time interaction, and online purchasing activities (Wongkitrungrueng & Assarut, 2020). The rapid expansion of this emerging business model has attracted increasing attention worldwide, with the global livestream e-commerce market showing substantial growth in recent years (TMR, 2025). For example, a report estimated that the global livestream e-commerce market reached approximately US\$940.3 billion in 2024 and is expected to continue expanding rapidly in the following years (TMR, 2025). Unlike traditional e-commerce platforms that mainly provide product information through static descriptions and images, live streaming enables sellers or hosts to demonstrate products, communicate with consumers in real time, and create more interactive shopping experiences (Hu & Chaudhry, 2020). In the tourism industry, where tourism products are characterized by intangibility, experiential attributes, and high information uncertainty, live streaming provides new opportunities for tourism organizations to visually present destinations, communicate with potential travelers, and enhance consumer engagement (Xie et al., 2022). Following this trend, tourism e-commerce live streaming (TEcLS) has rapidly developed as an emerging tourism marketing model that combines tourism information dissemination, experiential marketing, and online transactions (Xie et al., 2022). Since the outbreak of the COVID-19 pandemic, tourism organizations and online travel platforms increasingly adopted live streaming to promote destinations and tourism products, further accelerating the integration of “tourism + live streaming” business models (Liu et al., 2022). Therefore, TEcLS has become an important research context for understanding how interactive digital communication influences consumer engagement and tourism consumption decisions (Liu et al., 2022).

In the digital era, tourists increasingly rely on interactive digital content, such as social media posts, short videos, online recommendations, and tourism e-commerce live streaming, when searching for tourism information and evaluating travel options (Wang & Park, 2023; Xie et

al., 2022). Among these emerging digital communication formats, tourism e-commerce live streaming has emerged as an important tourism marketing channel that integrates information dissemination, consumer interaction, and online consumption (Xie et al., 2022). According to the 2023 Douyin Tourism Industry White Paper, from January 2022 to March 2023, 95% of the tourism-related transaction value generated through short-video and livestream commerce on Douyin was completed through livestreaming (Ocean Engine, 2023), highlighting the rapid adoption of TECLS as an emerging channel for tourism information dissemination and consumption. These characteristics have made TECLS an important digital communication channel influencing tourists' perceptions, engagement, trust, and tourism consumption decisions (Liu et al., 2022; Xie et al., 2022). Empirical research shows that TECLS features such as interactivity and authenticity can strengthen consumers' flow experience and trust and contribute to purchase intention toward tourism products (Liu et al., 2022). From a value-based marketing perspective, TECLS also integrates product, content, interaction, and service attributes that help communicate tourism product value (Xie et al., 2022). However, the effects of TECLS are not uniform and may vary according to promotional conditions, streamer communication strategies, and individual consumer characteristics (Alam et al., 2023; Wang et al., 2025). Therefore, effectively designing and managing tourism e-commerce live streaming is important for tourism organizations and online travel platforms seeking to enhance consumer engagement and conversion (Alam, 2025). Research on TECLS not only helps tourism practitioners improve livestream marketing strategies and strengthen consumer engagement and relationship-building, but also provides theoretical insights into how interactive digital communication shapes tourism consumption behavior (Azad Moghddam et al., 2025; Lu et al., 2023; Ye et al., 2022).

Existing studies on tourism e-commerce live streaming have mainly examined livestreaming features (Liu et al., 2022; Ye et al., 2022), viewer–streamer relational factors (Shen et al., 2022), consumer psychological mechanisms (Azad Moghddam et al., 2025), and behavioral outcomes (Lv et al., 2022). Research has shown that livestreaming features can shape consumers' flow experience and trust (Liu et al., 2022), while visual and interactive features have also been linked to spatial presence (Ye et al., 2022), and viewer–host relational factors can influence emotional engagement (Shen et al., 2022). Flow experience, trust, and emotional engagement have been linked to purchase intention (Liu et al., 2022; Shen et al., 2022), while other research has examined immediate buying behavior through product interest and buying desire (Lv et al., 2022). However, these effects are not uniform: entertainment did not show a significant positive direct effect on purchase intention (Liu et al., 2022), specific relationships in the immediate-buying process varied across gender, age, watching experience, and time pressure (Lv et al., 2022), and the effect of creative streamer language on immediate buying can vary under different scarcity conditions, while consumer skepticism further moderates the underlying anticipated-elation and psychological-reactance pathways (Wang et al., 2025). These studies indicate that consumer conversion in TECLS is shaped by livestreaming features and psychological mechanisms (Liu et al., 2022; Ye et al., 2022), while the strength and direction of specific relationships may vary across individual and situational conditions (Lv et al., 2022; Wang et al., 2025). Taken together, these studies provide valuable but fragmented insights into the TECLS consumer-conversion process, as they mainly explain specific relationships among livestreaming factors, psychological responses, and conversion outcomes under particular conditions rather than integrating these elements into a coherent consumer-conversion framework.

The central problem in the current TEcLS literature is therefore the fragmentation of knowledge about consumer conversion. Existing studies have examined different components of the conversion process, but these components remain dispersed across separate empirical models. Consequently, the literature does not yet provide a coherent understanding of how livestreaming-related factors are translated into consumer conversion, through which psychological mechanisms, and under what individual or situational conditions.

Although a recent systematic review has synthesized the broader hospitality and tourism live-streaming field and compared TEcLS with travel live streaming, its primary focus was on the intellectual foundation, research themes, and TCCM characteristics of HTLS rather than on a consumer-conversion-centered integration of antecedents, psychological mechanisms, boundary conditions, and outcomes in TEcLS (Shao & Huang, 2025). Moreover, the rapid evolution of tourism e-commerce live streaming has expanded into new technological contexts, streamer forms, and promotional mechanisms, including AI-oriented live streaming and co-creation (Alam, 2025), virtual influencers (Yu et al., 2025), and context-dependent scarcity and language strategies (Wang et al., 2025). Accordingly, a specific research gap remains: the existing TEcLS literature lacks a systematic synthesis centered on consumer conversion that integrates livestreaming antecedents, psychological mechanisms, boundary conditions, and conversion outcomes into a coherent framework.

Addressing this gap is important because the fragmentation of existing findings limits a cumulative understanding of the TEcLS consumer-conversion process. Without an integrated synthesis, it remains difficult to determine how different livestreaming antecedents are connected to psychological mechanisms, under what individual or situational conditions these relationships vary, and how different forms of consumer conversion have been examined across existing studies. Therefore, this study follows the PRISMA guidelines and employs content analysis to systematically synthesize the existing TEcLS literature and clarify the structure of existing research on the TEcLS consumer-conversion process. Specifically, this study aims to answer the following three research questions:

RQ1. What livestreaming features and related antecedent factors have been examined as drivers of consumer conversion in TEcLS research?

RQ2. Through what psychological mechanisms and under what individual or situational boundary conditions do livestreaming factors influence consumer conversion in TEcLS?

RQ3. What consumer conversion outcomes have been examined in TEcLS research, and how can the relationships among livestreaming factors, psychological mechanisms, boundary conditions, and conversion outcomes be synthesized into an integrated framework?

This study makes three main contributions to TEcLS research. First, it advances the understanding of consumer conversion by integrating previously fragmented findings into a consumer-conversion framework that links livestreaming antecedents, psychological mechanisms, boundary conditions, and conversion outcomes. In doing so, the review moves beyond a fragmented study-by-study view of individual relationships and provides a more structured view of the TEcLS consumer-conversion process. Second, the study clarifies the conceptual and empirical structure of existing TEcLS research by distinguishing different categories of antecedents, psychological mechanisms, boundary conditions, and conversion

outcomes, while also identifying methodological and contextual patterns in the existing literature. Third, the review highlights underexplored areas in current TEcLS research and provides a more focused basis for future research. The integrated findings also offer practical guidance for tourism firms, online travel platforms, and livestreamers by clarifying which livestreaming factors may facilitate consumer conversion, through which mechanisms, and under what conditions.

Conceptual Background

Concept of Tourism E-commerce Live Streaming (TEcLS)

Tourism e-commerce live streaming (TEcLS) has emerged as a technology-enabled tourism marketing approach that combines live product presentation, real-time interaction, and online purchasing services (Xie et al., 2022). Xie et al. (2022) conceptualized TEcLS as a value-based marketing system based on modern live streaming technology and centered on tourism products. In this setting, streamers can present tourism products, share experiences, interact with viewers in real time, and provide product display and purchase services. TEcLS is particularly relevant to tourism because tourism products often have distinctive characteristics, including high unit prices, low purchase frequency, intangibility, and non-transferability (Liu et al., 2022; Xie et al., 2022). These characteristics may lengthen consumers' purchase decision process and increase the need for TEcLS to communicate tourism product value accurately (Xie et al., 2022). Compared with traditional online tourism marketing, TEcLS provides a more immersive and interactive environment in which streamers can visually present tourism products, share live experiences, and communicate directly with consumers (Liu et al., 2022). Accordingly, previous studies have emphasized interactivity, authenticity, entertainment (Liu et al., 2022), and visual effect (Ye et al., 2022) as important characteristics of tourism live streaming. Within the broader field of hospitality and tourism live streaming, TEcLS and travel live streaming represent two related but distinct forms (Shao & Huang, 2025): TEcLS places greater emphasis on tourism product marketing and commercial activities (Xie et al., 2022), whereas travel live streaming more broadly involves the real-time production and consumption of visual tourism media of tourism experiences (Deng et al., 2021). Therefore, TEcLS provides a distinctive digital environment in which tourism information, interactive communication, experiential presentation, and commercial activities are closely integrated.

Concept of Consumer Conversion in TEcLS

Consumer conversion is an important concept in digital commerce. In e-commerce research, conversion behavior has been described as converting store visits into purchases (Moe & Fader, 2004). In the TEcLS literature reviewed in this study, however, purchase-related outcomes have been operationalized in different ways rather than through a single common measure.

In TEcLS, consumer conversion is closely connected with the real-time and interactive nature of livestreaming. Livestreaming allows viewers to engage with tourism content while forming purchase or booking decisions, creating opportunities for engagement and purchase- or booking-related decision making within the same digital setting. Studies have examined purchase and booking intentions (Alam, 2025; Liu et al., 2022), while other research has focused on immediate buying (Lv et al., 2022), impulse and cross-buying (Azad Moghddam et al., 2025), and observable sales outcomes (Xu et al., 2023). These outcomes show that

consumer conversion in TEcLS may range from consumers' willingness to purchase or book to immediate purchasing behaviors and observable sales outcomes. Therefore, in this review, consumer conversion is used as an integrative concept to refer to consumers' purchase- and booking-related intentions, purchasing behaviors, and observable sales outcomes in TEcLS.

Consumer conversion in TEcLS cannot be fully explained by livestreaming-related antecedents alone. Previous studies show that psychological mechanisms such as flow and trust (Liu et al., 2022), parasocial interaction and emotional engagement (Shen et al., 2022), and consumer inspiration (Azad Moghddam et al., 2025) can help explain how livestreaming influences purchase-related outcomes. The strength of specific conversion relationships may also vary across individual and situational conditions, including gender, age, watching experience, time pressure, and consumers' optimum stimulation level (Azad Moghddam et al., 2025; Lv et al., 2022). These findings suggest that consumer conversion in TEcLS is a complex and context-dependent process rather than a single direct response to livestreaming. From a practical perspective, understanding this process can help tourism firms and livestreamers better connect consumer engagement with booking and purchasing outcomes. In summary, consumer conversion provides an important perspective for understanding how TEcLS influences consumer decision-making and commercial outcomes.

Research Methodology

This study uses a systematic review approach and follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines (Page et al., 2021) to identify, screen, and synthesize the relevant literature (Figure 1). PRISMA provides structured reporting guidance for the identification, selection, appraisal, and synthesis of studies, helping improve the transparency of the systematic review process (Page et al., 2021). Systematic reviews provide a structured approach to identifying, evaluating, and synthesizing existing knowledge, allowing researchers to assess the state of a research field and identify gaps in the literature (Snyder, 2019; Tranfield et al., 2003). However, traditional narrative reviews may be more susceptible to researcher bias and may lack rigor and transparency when they are conducted without explicit and systematic procedures (Snyder, 2019; Tranfield et al., 2003). PRISMA further supports transparent and consistent reporting through its 27-item checklist and flow diagrams for documenting the review process (Page et al., 2021).

Systematic reviews have become an important approach for synthesizing knowledge in tourism and hospitality research. Pahlevan-Sharif et al. (2019), for example, evaluated systematic reviews published across tourism journals against PRISMA criteria and identified limitations in their design, organization, and execution, thereby emphasizing the need for greater rigor and transparency in tourism review research. Therefore, PRISMA provides an appropriate reporting framework for transparently documenting the identification, screening, and synthesis of the TEcLS literature in this review.

Database Selection

In this systematic literature review, Web of Science (WoS) and Scopus were used as the main databases for identifying relevant studies. Both are widely used bibliographic databases, although their journal coverage differs across disciplines and publication outlets (Mongeon & Paul-Hus, 2016). Using both databases therefore provided broader journal coverage than relying on either database alone. The year 2016 was selected as the starting point because

live-streaming e-commerce was reported to have first emerged as a form of online commerce around 2016 (Chen et al., 2023). Therefore, this review covered studies published between 2016 and 2025, with the final literature search conducted on September 23, 2025.

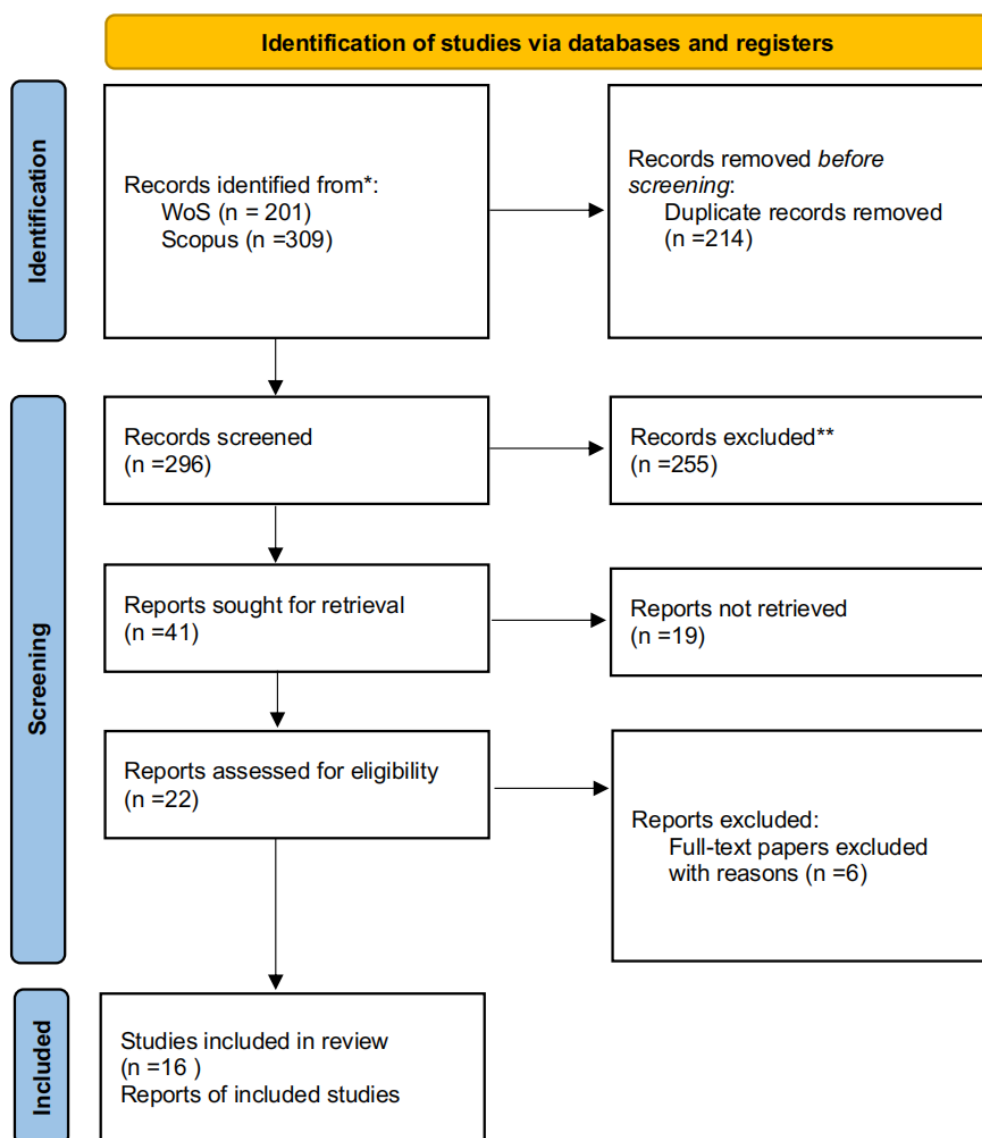


Figure 1 Research plan based on PRISMA guidelines

Keyword Selection

Drawing on terminology used in previous literature reviews of live-streaming commerce and the specific scope of this review, three groups of search terms were developed: live-streaming terms, tourism and hospitality terms, and consumer conversion terms (Li et al., 2025). The live-streaming terms included "live stream," "livestream," "live shopping," "live commerce," and "streaming commerce." The tourism and hospitality terms included "touris*," "travel," "hospitality," "destination," and "hotel," while the consumer conversion terms included "purchas*," "buy*," "book*," "conversion," "repurchase," "re-purchase," "repeat purchase," "loyalty," "sales," "order," and "click." Terms within each group were connected using the Boolean operator OR, while the three groups were combined using AND to identify studies

related to tourism live streaming and consumer conversion. The asterisk * was used as a truncation symbol to capture different forms of the same word.

Screening Criteria

Table 1

Criteria for study inclusion and exclusion

Criteria	Inclusion Criteria	Exclusion Criteria
Language	Studies published in English.	Non-English studies; Chinese-language sources, where used, were limited to background information and were not included in the review synthesis.
Study type	Peer-reviewed empirical journal articles published in indexed journals.	Review articles, editorials, notes, conference abstracts, and other non-empirical document types.
Publication period	Studies published from 2016 to 2025 and indexed by the final search date of September 23, 2025.	Studies published before 2016 or indexed after the final search date
Topic	Studies related to TEcLS and consumer conversion.	Studies focusing on destination/travel live streaming without an explicit e-commerce context, or studies without purchase- or booking-related intentions, purchasing behaviors, or observable sales outcomes.
Research area	Tourism, hospitality, business, management, and related research areas relevant to TEcLS.	Studies from unrelated research domains or live-streaming contexts outside tourism and hospitality.

Data Collection and Filtering

Using the search terms described above, a total of 510 records were initially retrieved from Web of Science (n = 201) and Scopus (n = 309). After 214 duplicate records were removed, 296 records remained for title and abstract screening. At this stage, 255 records were excluded because they were not related to live-streaming or live-streaming commerce (n = 140), did not examine consumer conversion-related outcomes (n = 93), or were not related to tourism (n = 22), leaving 41 reports for full-text retrieval. Of these, 19 reports could not be retrieved, and 22 reports were assessed for eligibility. Following full-text assessment, six studies were excluded: five focused on destination or travel live streaming without an explicit tourism e-commerce live streaming context, and one examined purchase hesitation rather than a consumer conversion outcome. Finally, 16 studies were included in the review. The bibliographic information of the retrieved records was checked, and information including title, authors, publication year, source, DOI, and abstract was recorded for literature management and screening.

The literature screening was conducted in several stages and documented in accordance with the PRISMA 2020 guidelines. First, duplicate records were removed, and the eligibility of the remaining records was verified with respect to publication period, document type, and language. Second, titles and abstracts were reviewed to identify studies related to tourism or hospitality live streaming and consumer conversion. Finally, the available full texts were examined to determine whether the studies met the inclusion criteria for TEcLS and consumer conversion. During data extraction, information on publication characteristics, research

context, variables and their reported relationships, theoretical foundations, research methods, main findings, and contributions and limitations was systematically recorded for each included study. During content analysis, conceptually similar variables and findings were compared across studies and grouped into broader categories of livestreaming antecedents, psychological mechanisms, boundary conditions, and consumer conversion outcomes. The reported relationships among these categories were then synthesized to develop the integrated framework of consumer conversion in TECLS.

Results of Bibliometric Analysis

Descriptive Analysis

Descriptive statistics provide a general overview of the main characteristics and distribution of the reviewed literature and help summarize the basic features of the dataset. This review included 16 peer-reviewed empirical journal articles focusing on consumer conversion in tourism e-commerce live streaming (TECLS). Although the literature search covered the period from 2016 to 2025, the included studies were published between 2021 and 2025. A total of 57 unique authors contributed to these studies, and 71 author keywords were identified after standardizing the keywords and removing duplicates. Table 2 summarizes the main descriptive characteristics of the literature included in this review.

Table 2

Descriptive statistics

Statistic	Result
Publication range	2021–2025
Data source	Web of Science and Scopus
Document type	Peer-reviewed empirical journal articles
Number of articles	16
Author keywords	71
Authors	57

Annual Publication Analysis

Among the studies included in this review, the earliest publication appeared in 2021. Although the literature search covered the period from 2016 to 2025, all 16 included articles were published between 2021 and 2025 (see Figure 2). The annual number of publications shows a generally upward pattern, although some fluctuations can be observed during this period. The number of publications increased from one article in 2021 to four articles in 2022, followed by three articles in both 2023 and 2024. In 2025, five articles had been published by the final search date of September 23, representing the highest number recorded for any year in the reviewed sample. This pattern suggests growing academic attention to tourism e-commerce live streaming and consumer conversion in recent years.

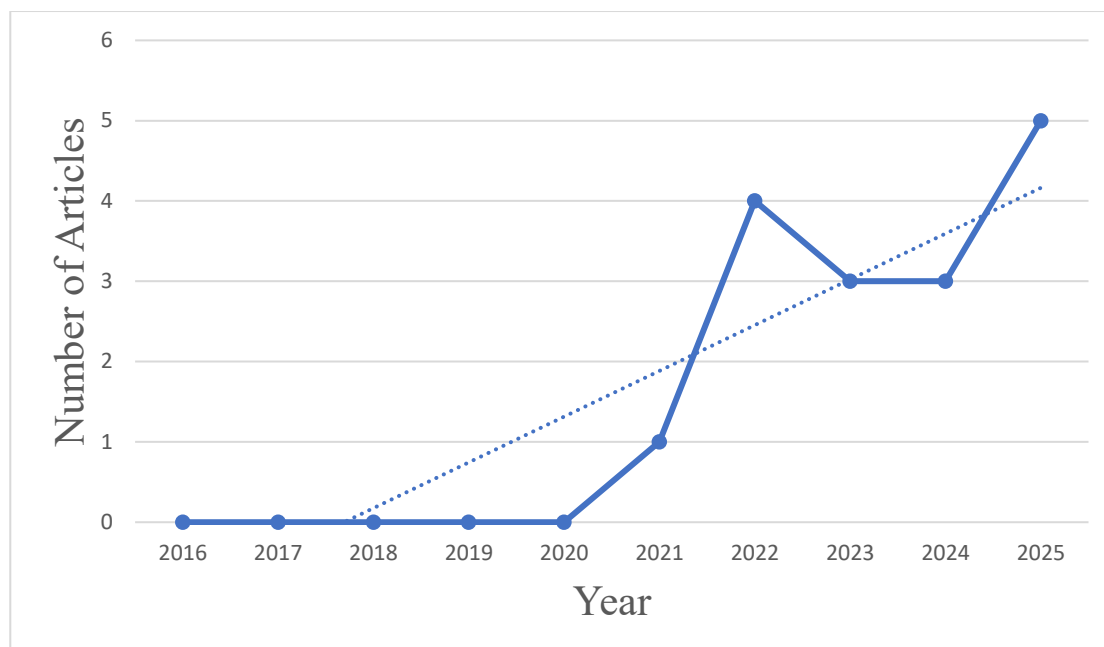


Figure 2 Number of articles on consumer conversion in TECLS

Publication Analysis

This study examined the publication patterns of the journals in which the 16 included TECLS studies were published. The studies were distributed across 12 journals. International Journal of Hospitality Management published the largest number of articles, with three studies. Journal of Hospitality and Tourism Management and Asia Pacific Journal of Tourism Research each published two studies. The remaining studies were distributed across nine other journals, including International Journal of Information Management, International Journal of Tourism Research, Journal of Open Innovation: Technology, Market, and Complexity, International Journal of Contemporary Hospitality Management, Journal of Vacation Marketing, Information Technology & Tourism, Frontiers in Psychology, Journal of Travel & Tourism Marketing, and Tourism Management Perspectives (see Table 3).

Table 3

Number of journal publications on consumer conversion in TECLS

Journal	Number of articles
International Journal of Hospitality Management	3
Journal of Hospitality and Tourism Management	2
Asia Pacific Journal of Tourism Research	2
International Journal of Information Management	1
International Journal of Tourism Research	1
Journal of Open Innovation: Technology, Market, and Complexity	1
International Journal of Contemporary Hospitality Management	1
Journal of Vacation Marketing	1
Information Technology & Tourism	1
Frontiers in Psychology	1
Journal of Travel & Tourism Marketing	1
Tourism Management Perspectives	1
Total	16

Research Methods on Consumer Conversion in TEcLS

The studies on consumer conversion in TEcLS mainly adopted quantitative and mixed-method approaches. Quantitative methods were the most widely used, accounting for 13 of the 16 studies. In particular, survey methods were frequently employed to examine the relationships between livestreaming characteristics, psychological mechanisms, and purchase- or booking-related outcomes, with SEM and PLS-SEM commonly used for data analysis (Alam, 2025; Lim et al., 2026; Liu et al., 2022; Lu et al., 2023; Shen et al., 2022). Experimental methods were also used to examine the effects of specific livestreaming cues on consumer responses. For example, Wang et al. (2025) conducted scenario-based experiments to test the effects of scarcity and streamer language, while Lv et al. (2022) employed an onsite survey with standardized exposure to a real Trip.com tourism livestream. Three studies adopted mixed-method designs (Azad Moghddam et al., 2025; Xu et al., 2023; Zhang et al., 2024). Among the quantitative studies, one study analyzed observational data from real Fliggy livestream sessions and actual sales outcomes (Xu et al., 2021).

Mixed-method approaches provided a broader understanding of consumer conversion in TEcLS by combining exploratory qualitative evidence with quantitative or behavioral analysis. Azad Moghddam et al. (2025) used qualitative interviews to identify relevant constructs before testing the proposed relationships through an online survey. Zhang et al. (2024) combined qualitative interviews with scenario-based experiments to explore the mechanisms underlying officer livestreaming effectiveness and subsequently test the proposed effects under controlled conditions. Xu et al. (2023) combined real livestream and sales data with quantitative analysis and interviews, allowing behavioral evidence to be interpreted together with qualitative insights. No study in the reviewed sample relied solely on qualitative methods.

Despite these methodological developments, several limitations remain. Cross-sectional survey designs may be susceptible to method-related limitations and make it difficult to capture changes in consumer and relational responses over time (Lu et al., 2023; Shen et al., 2022). The reliance on a single platform or specific research context may also restrict the applicability of findings to other TEcLS contexts (Lv et al., 2022). Scenario-based experiments may oversimplify the complexity of real-world livestreaming environments (Wang et al., 2025).

Theoretical Foundations of Consumer Conversion in TEcLS

Consumer conversion in TEcLS involves complex interactions among livestreamers, consumers, livestreaming environments, and psychological mechanisms. Therefore, understanding the theoretical foundations of existing studies is important for explaining how livestreaming influences purchase- and booking-related outcomes. Parasocial theories represent a recurring theoretical perspective in the reviewed literature. They explain how viewers develop one-sided relational bonds with livestreamers and how these relationships subsequently influence consumer responses. For example, Shen et al. (2022) showed that self-congruity and value congruence strengthen parasocial interaction, which increases emotional engagement and purchase intention. Similar parasocial mechanisms have been used to explain the effects of livestreamer self-disclosure, celebrity attachment, and virtual influencers on purchase-related outcomes (Lu et al., 2023; Ni Liu et al., 2024; Yu et al., 2025). The Stimulus–Organism–Response (SOR) framework provides another important perspective

by explaining how livestreaming features stimulate internal psychological states that lead to behavioral responses (Liu et al., 2022; Ye et al., 2022). Social Cognitive Theory complements these perspectives by linking telepresence and social presence with emotional engagement and impulsive buying tendencies, while also considering the moderating role of guidance shopping (Lim et al., 2026).

Other theoretical approaches have also been applied to explain specific aspects of consumer conversion. Trust Transfer Theory explains how trust associated with a credible virtual influencer can be transferred to endorsed products and influence purchase intentions (Yu et al., 2025), while multiple theoretical perspectives on authenticity have been used to examine how different authenticity attributes in tourism live-streamed shopping relate to sales performance (Xu et al., 2023). Cognitive–Emotion Theory and the PAD model further explain how livestreaming features generate emotional responses that contribute to impulsive hotel consumption (Alam et al., 2023). In a different context, Stressor–Strain–Outcome Theory and Psychological Reactance Theory have been used to explain how scarcity and streamer language can generate positive or negative psychological responses and consequently affect immediate buying behavior (Wang et al., 2025).

Overall, these theoretical perspectives indicate that consumer conversion in TEcLS is shaped through interconnected relational, cognitive, emotional, and situational mechanisms.

Research Progress of Consumer Conversion in TEcLS

Building on the preceding descriptive, methodological, and theoretical analyses, this section synthesizes the substantive findings on consumer conversion in TEcLS. Specifically, the review focuses on livestreaming features and antecedent factors, psychological mechanisms and boundary conditions, consumer conversion outcomes, and the integrated relationships among these elements.

Livestreaming Features and Antecedent Factors of Consumer Conversion in TEcLS

Consumer conversion in TEcLS is influenced by a range of livestreaming features and antecedent factors, including content and presentation features, interaction and presence features, streamer characteristics, relational antecedents, and commercial, service, and co-creation factors. Content and presentation features have been examined across multiple studies. Authenticity, entertainment, informativity, visual effects, and language strategies have been shown to shape purchase-related responses in tourism livestreaming (Liu et al., 2022; Lv et al., 2022; Wang et al., 2025; Ye et al., 2022). For example, Liu et al. (2022) found that authenticity directly increased purchase intention, whereas entertainment did not show a significant direct effect. Authenticity also appears to matter in actual purchasing behavior, although different authenticity dimensions produce different effects on sales performance (Xu et al., 2023). Interaction and presence represent another important group of antecedents. Interactivity has been linked to consumers' purchase-related responses (Liu et al., 2022; Lv et al., 2022; Ye et al., 2022), while telepresence and social presence can increase impulse buying tendencies while physical presence has been found to alleviate unsalable situations in tourism live-streamed shopping (Lim et al., 2026; Xu et al., 2021). Streamer characteristics are another important source of consumer responses. Source credibility and intimate self-disclosure have been linked to purchase-related responses through trust and relational processes (Lu et al., 2023; Yu et al., 2025). Relational antecedents, including self-congruity, value congruence, and celebrity attachment, can further shape parasocial interaction and purchase-related

responses (Ni Liu et al., 2024; Shen et al., 2022). However, the effects of livestreaming cues are not always uniformly positive. Creative streamer language can increase immediate buying under low limited-quantity scarcity through anticipated elation, whereas under high scarcity it may trigger psychological reactance and weaken its effect on immediate buying (Wang et al., 2025). Commercial, service, and co-creation factors further extend these findings: service convenience can promote impulse buying through perceived value and e-trust, while co-creation-related factors can strengthen hotel booking intention through customer learning and novelty value (Alam, 2025; Wang et al., 2025).

In summary, these antecedent factors suggest that consumer conversion in TEcLS is shaped by the combined influence of livestream content, interactive environments, streamer characteristics, consumer–streamer relationships, and commercial cues rather than by any single livestreaming feature.

Consumer Conversion Outcomes in TEcLS

Consumer conversion in TEcLS is reflected in a range of purchase- and booking-related outcomes, including purchase and booking intentions, immediate and impulsive purchasing outcomes, cross-buying, and observable sales performance. Purchase and booking intentions are the most commonly examined outcomes. For example, livestreaming features such as interactivity and authenticity can increase purchase intention through flow experience and trust (Liu et al., 2022), while co-creation-related factors can strengthen hotel booking intention through customer learning and novelty value (Alam, 2025). Purchase intention has also been examined in relation to streamer-related factors, including parasocial interaction, emotional engagement, trust, and virtual-influencer source credibility (Shen et al., 2022; Yu et al., 2025).

Beyond purchase and booking intentions, several studies have examined more immediate or impulsive forms of conversion. Livestream engagement can stimulate impulse buying and cross-buying through consumer inspiration (Azad Moghddam et al., 2025), while product interest can strengthen buying desire, which in turn promotes immediate buying behavior during tourism livestreams (Lv et al., 2022). Telepresence and social presence have also been linked to impulsive buying tendency through emotional engagement (Lim et al., 2026). More recent research shows that immediate buying may vary according to the combination of scarcity and streamer language, indicating that stronger promotional cues do not necessarily produce stronger conversion (Wang et al., 2025).

A smaller number of studies have used actual livestream and sales data to examine observable commercial outcomes, including unsold products and sales performance (Xu et al., 2021; Xu et al., 2023). Overall, TEcLS research has examined consumer conversion across purchase and booking intentions, immediate and impulsive purchasing outcomes, cross-buying, and observable sales outcomes, although the reviewed studies remain more concentrated on short-term conversion outcomes than on longer-term outcomes such as repeat purchase or loyalty.

Psychological Mechanisms and Boundary Conditions of Consumer Conversion in TEcLS

The influence of livestreaming factors on consumer conversion in TEcLS often operates through multiple psychological mechanisms, which can be broadly understood as experiential

and cognitive, trust and relational, and emotional and motivational processes. Experiential and cognitive mechanisms explain how consumers process livestreaming information and develop purchase-related responses. Spatial presence and flow experience form a chain-mediating mechanism linking visual and interactive features with consumers' willingness to participate (Ye et al., 2022), while immersion, product interest, and buying desire form a sequential process linking livestreaming features with immediate buying behavior (Lv et al., 2022). Perceived value also mediates the relationship between service convenience and impulse buying (Wang et al., 2025), whereas customer learning and novelty value help explain how co-creation contributes to hotel booking intention (Alam, 2025).

Trust and relational mechanisms form another important pathway. Trust mediates the effects of livestreaming features on purchase intention (Liu et al., 2022). E-trust also mediates the relationship between service convenience and impulse buying (Wang et al., 2025). Parasocial interaction and emotional engagement help explain how viewers' self-congruity and value congruence with streamers strengthen purchase intention (Shen et al., 2022). Intimate self-disclosure can also strengthen parasocial interaction and parasocial relationships and increase credibility, which is associated with stronger purchase intention (Lu et al., 2023). In virtual-influencer livestreaming, source credibility can build trust and emotional engagement, while parasocial relationships further contribute to purchase intention (Yu et al., 2025).

Emotional and motivational mechanisms further explain why livestreaming experiences may encourage or inhibit conversion. Emotional engagement mediates the effects of telepresence and social presence on impulsive buying tendency (Lim et al., 2026), while consumer inspiration helps connect livestream engagement with impulse buying and cross-buying (Azad Moghddam et al., 2025). In tourism e-commerce promotions, creative streamer language can generate anticipated elation under lower scarcity conditions but psychological reactance under higher scarcity conditions, leading to different effects on immediate buying behavior (Wang et al., 2025).

In addition to these mechanisms, individual and situational factors can change the strength of specific conversion relationships. Individual boundary conditions include optimum stimulation level (Azad Moghddam et al., 2025), consumer skepticism (Wang et al., 2025), impulsive consumption tendency (Alam et al., 2023), and gender, age, and watching experience (Lv et al., 2022). Situational boundary conditions include guided shopping (Lim et al., 2026), influencer-product congruence (Yu et al., 2025), time pressure (Lv et al., 2022), scarcity level (Wang et al., 2025), and language-related cues such as local dialect (Zhang et al., 2024). Overall, these findings indicate that consumer conversion in TEcLS is shaped by multiple psychological mechanisms whose effects may vary across individual and situational boundary conditions.

Platforms, Streamer Forms, and Emerging Technologies in TEcLS

TEcLS operates across different digital platforms and livestreaming formats, which provide the technological and social environments in which consumer conversion takes place. Tourism-specific e-commerce platforms represent an important setting for TEcLS research. Ctrip/Trip.com and Fliggy appear repeatedly in the reviewed studies. These platforms integrate tourism information, livestream interaction, and purchasing services within the same platform (Lv et al., 2022; Xu et al., 2021; Ye et al., 2022). Research has also extended to

broader social-media and live-commerce platforms. Douyin/TikTok, Taobao, Little Red Book, and WeChat provide additional environments for tourism livestream interaction and purchasing (Alam et al., 2023; Lim et al., 2026; Wang et al., 2025). The reviewed studies also examine diverse streamer forms. Beyond conventional commercial livestream hosts, studies have examined celebrity streamers, government officers, and virtual influencers. Celebrity attachment can strengthen immediate buying behavior partly through parasocial interaction (Ni Liu et al., 2024), while government officers' use of figurative language can influence consumer responses, with stronger effects when officers speak in a local dialect (Zhang et al., 2024). Virtual influencers represent another emerging streamer form whose source credibility can strengthen trust and emotional engagement, while parasocial relationships further contribute to purchase intention (Yu et al., 2025).

At the same time, recent studies have introduced technology-enabled livestreaming contexts. AI-oriented hotel livestreaming, for example, combines digital co-creation and real-time interactive services to support customer learning, novelty value, and booking intention (Alam, 2025).

In summary, the reviewed studies span tourism-specific, social-media, and live-commerce platforms and also examine diverse streamer identities and emerging technology-enabled contexts.

Integrated Framework of Consumer Conversion in TEcLS

Based on the findings synthesized from the 16 included studies, an integrated framework of consumer conversion in TEcLS is proposed (see Figure 3). The framework organizes existing research into three core components: livestreaming features and antecedents, psychological mechanisms, and consumer conversion outcomes. Livestreaming features and antecedents include content and presentation features, interaction and presence features, streamer characteristics, relational antecedents, and commercial, service, and co-creation factors. These factors can be linked to consumer conversion through experiential and cognitive mechanisms, trust and relational mechanisms, and emotional and motivational mechanisms, while some studies also report direct relationships between antecedents and conversion outcomes. For example, flow, spatial presence, perceived value, trust, parasocial interaction, emotional engagement, and consumer inspiration have been identified as important processes linking livestreaming factors with consumer conversion outcomes (Azad Moghddam et al., 2025; Liu et al., 2022; Lu et al., 2023; Shen et al., 2022; Wang et al., 2025; Ye et al., 2022).

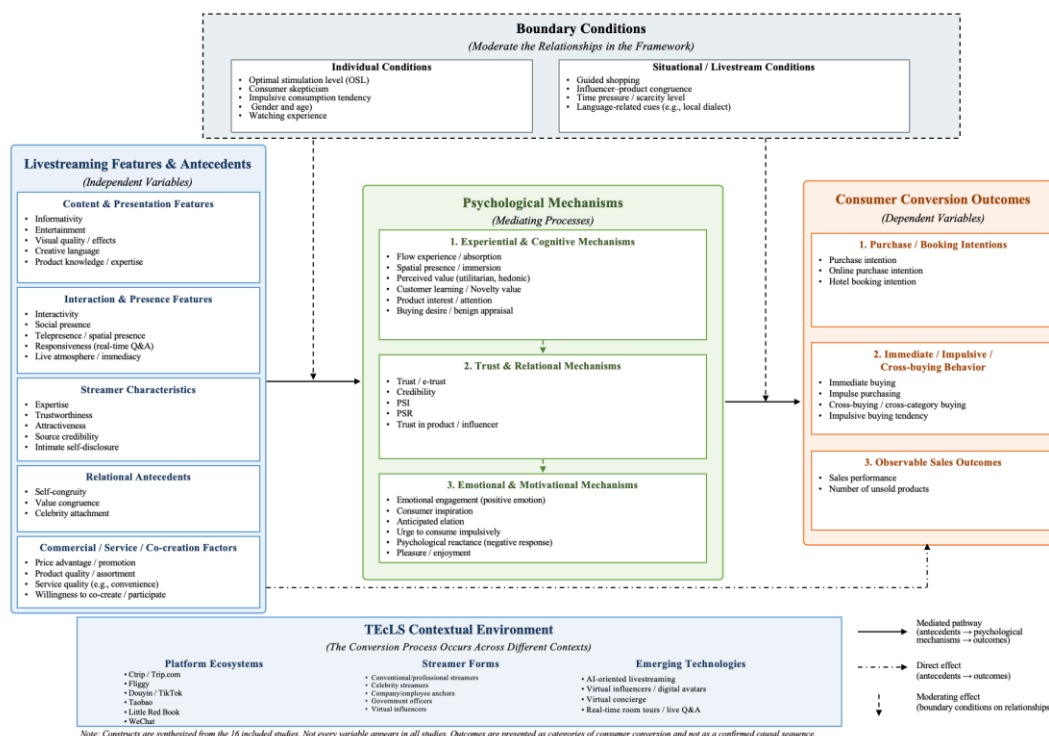


Figure 3 Integrated framework of consumer conversion in TEcLS

The framework also shows that consumer conversion in TEcLS is not explained by a single uniform pathway. Some antecedents can directly influence conversion outcomes, while the strength of specific conversion relationships may vary under different individual and situational conditions. Individual boundary conditions include optimum stimulation level, consumer skepticism, impulsive consumption tendency, gender, age, and watching experience, whereas situational conditions include guided shopping, influencer-product congruence, time pressure, scarcity level, and language-related cues such as local dialect (Alam et al., 2023; Azad Moghddam et al., 2025; Lim et al., 2026; Lv et al., 2022; Wang et al., 2025; Yu et al., 2025; Zhang et al., 2024).

Consumer conversion outcomes range from purchase and booking intentions to immediate, impulsive, and cross-buying behaviors, and in a smaller number of studies, observable sales outcomes. At the same time, these conversion processes occur across different TEcLS contexts, including tourism e-commerce, social-media, and live-commerce platforms, different streamer forms, and emerging AI-oriented livestreaming technologies. Overall, the framework indicates that consumer conversion in TEcLS is shaped by livestreaming antecedents and internal psychological processes under different boundary conditions, while these relationships occur across different platform ecosystems, streamer forms, and emerging technological contexts rather than following a single uniform pathway.

Conclusion

This review followed the PRISMA guidelines to systematically examine research on consumer conversion in tourism e-commerce live streaming (TEcLS). A total of 16 peer-reviewed empirical journal articles were included, with the literature search covering the period from 2016 to 2025 and the included studies published between 2021 and 2025. Guided by three research questions, this review synthesized livestreaming features and antecedent factors,

psychological mechanisms and boundary conditions, consumer conversion outcomes, and their relationships within an integrated framework. The main conclusions are summarized as follows:

First, regarding the livestreaming features and related antecedent factors examined as drivers of consumer conversion in TEcLS (Research Question 1), this review identifies a multidimensional set of conversion drivers across the reviewed studies. Specifically, these drivers can be understood from five related aspects: (1) content and presentation features, including informativity, entertainment, visual effects, authenticity, and language strategies; (2) interaction and presence features, including interactivity, telepresence, social presence, and physical presence; (3) streamer characteristics, such as source credibility (including expertise, trustworthiness, and attractiveness) and intimate self-disclosure; (4) relational antecedents, including self-congruity, value congruence, and celebrity attachment; and (5) commercial, service, and co-creation factors, such as service convenience and willingness to co-create. Taken together, these findings indicate that the antecedents of consumer conversion in TEcLS extend from livestream content and interaction design to streamer-related, relational, and commercial characteristics, showing that conversion is shaped by multiple elements of the livestreaming environment rather than by a single feature.

Second, regarding the psychological mechanisms and conditions through which livestreaming factors influence consumer conversion in TEcLS (Research Question 2), this review shows that consumer conversion is shaped by multiple internal psychological processes, while specific conversion relationships may vary across individual and situational conditions. Specifically, two main aspects can be identified. (1) Psychological mechanisms include experiential and cognitive, trust and relational, and emotional and motivational processes. Experiential and cognitive mechanisms, such as flow experience, spatial presence, immersion, perceived value, customer learning, novelty value, product interest, and buying desire, explain how consumers process and evaluate livestreaming stimuli. Trust and relational mechanisms, including trust, e-trust, credibility, parasocial interaction, and parasocial relationships, connect consumers' perceptions of streamers and products with purchase-related responses. Emotional and motivational mechanisms, such as emotional engagement, consumer inspiration, anticipated elation, and psychological reactance, further explain how livestreaming experiences can encourage or inhibit conversion. (2) Boundary conditions can be divided into individual and situational factors. Individual conditions include optimum stimulation level, consumer skepticism, impulsive consumption tendency, gender, age, and watching experience, while situational conditions include guided shopping, influencer-product congruence, time pressure, scarcity level, and language-related cues such as local dialect. Taken together, these findings indicate that consumer conversion in TEcLS does not follow a single uniform pathway but depends on both internal psychological mechanisms and the conditions under which livestreaming interactions occur.

Finally, regarding the consumer conversion outcomes examined in TEcLS research and the relationships among livestreaming factors, psychological mechanisms, boundary conditions, and conversion outcomes (Research Question 3), this review identifies an integrated and context-dependent structure of consumer conversion. Specifically, two main aspects can be summarized. (1) Consumer conversion outcomes can be broadly grouped into three categories: purchase and booking intentions, immediate, impulsive, and cross-buying

outcomes, and observable sales outcomes. Purchase and booking intentions remain the most frequently examined outcomes, while some studies extend the analysis to immediate buying, impulse buying, and cross-buying, and a smaller number use actual livestream data to examine observable sales-related outcomes. These outcome categories reflect different forms of consumer conversion but do not necessarily represent a single causal sequence. (2) The integrated framework shows that livestreaming features and antecedent factors influence consumer conversion through experiential and cognitive, trust and relational, and emotional and motivational mechanisms, while some antecedents also show direct relationships with conversion outcomes. The strength of specific relationships within this framework may vary across individual and situational boundary conditions and occur within different platform ecosystems, streamer forms, and emerging technological contexts. Taken together, the framework shows that consumer conversion in TECLS is shaped by the combined relationships among livestreaming antecedents, psychological processes, boundary conditions, and contextual environments rather than by a single linear pathway.

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