Original Research Article

**Cultural and Technological Drivers of Consumer Engagement: A Comparative Study of Livestream Selling and Influencer Commerce in the U.S. and Asia**

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**ABSTRACT**

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| This study compares how livestream selling—where influencers promote and sell products in real-time—shapes consumer behavior in Asia and the United States, revealing key cultural and technological differences that global marketers must understand. In Asia, particularly China, livestreaming has become central to e-commerce, driven by collectivist values and strong social influence. Platforms like Taobao and Douyin (TikTok China) rely on community-driven events, product demos, and real-time engagement to drive sales. In contrast, U.S. consumers gravitate toward influencers on Instagram and TikTok who project authenticity and align with their personal values, emphasizing individualism and trust. Understanding these regional differences is critical for global marketers aiming to localize strategies and maximize impact.  By analyzing case studies and platform data, the research highlights how marketers must tailor their strategies: prioritizing social proof and group interaction in Asia, while emphasizing transparency and personal connection in the U.S. We urge marketers to adapt campaigns to regional differences in digital behavior to stay competitive. Looking ahead, trends such as virtual influencers and augmented reality could further transform consumer participation in livestream commerce. |

*Keywords: Livestream Selling, Influencer Commerce, Consumer Engagement, Cultural Influence, E-commerce Platforms*

**1. INTRODUCTION**

Livestream selling, which combines real-time video streaming with customer buying experiences, has become a revolutionary event in the worldwide e-commerce sector (Kawaf & Girotto, 2024). Online shopping has been redefined as an immersive and engaging experience by Chinese platforms such as Taobao and Douyin, which is the Chinese equivalent of TikTok (Liu & Liang, 2025). Traditional retail formats have been transformed by this combination of entertainment and commerce, which has increased consumer accessibility and engagement with items. It was predicted that livestream commerce in China alone would bring in an incredible $98 billion by 2020, far exceeding sales of traditional internet purchasing (Merritt & Zhao, 2022). The unique appeal of livestream selling lies in its ability to combine real-time product demonstrations, direct interaction with influencers, and immediate purchasing options, all within a single, seamless digital experience (Mai et al.., 2023).

China has not been the only country to adopt livestream selling. With sites like Facebook, Instagram Live, and TikTok introducing their own live shopping services, the concept has quickly expanded throughout the world. Western markets, especially those in the United States, have been sluggish to embrace this paradigm, but they are catching up as the potential for real-time sales and consumer engagement becomes more apparent (Mutambik, 2024). Livestream selling frequently involves influencer commerce, which has grown to be a crucial part of this movement.

Nowadays, livestream selling is regarded as one of the most effective digital marketing strategies since it gives companies the chance to interact with customers in a way that is just not possible with more conventional techniques like static advertisements or written product descriptions. These sales events' real-time structure, entertainment value, and social connections create a more engaging buying experience that is especially appealing to younger, tech-savvy consumers (Li et al., 2025).

Though this research examines consumer behaviour in livestreaming and influencer sales, considering how e-commerce is developing across Asian regions gives helpful insight. By way of example, a study on SMEs in Camarines Sur demonstrates that problems like a lack of funds, insufficient technology and confidentiality concerns are standing in the way of most companies using e-commerce (Lirag, 2022). These issues point to problems with internet and financial resources that could affect how people use these platforms. Additionally, Yushar, Abdi, Nurlaely Dewi, Riwayat, & Nurjannah (2023) explored consumer loyalty factors within established platforms such as Tokopedia in Indonesia highlighted both the infrastructural and behavioral dynamics as shaping e-commerce in Southeast Asia. Recognising these basic challenges and factors gives perspective on how technology and culture impact consumer behavior and marketing strategies in Asia.

1.1 **Importance of Consumer Engagement**

Customer interaction is not only a result of livestream selling; rather, it is the key to its success. Engagement encompasses more than just paying attention; it also involves active participation, emotional investment, and, in the end, the choice to buy (Ghani et al., 2023). Three primary dimensions—cognitive, emotional, and behavioral—are involved in the dynamic role of consumer engagement in livestream selling (Liu & Liang, 2025). While emotional engagement is fueled by the influencer's capacity to establish rapport and trust with the audience, cognitive engagement is sparked when customers see value in the product being promoted. Similar to this, behavioral engagement results in behaviors like liking, commenting, sharing, or buying.

In livestream selling, consumer involvement is based on trust. The chance of a purchase is directly impacted by the level of trust that is placed in the influencer or seller as the customer experience gets more dynamic and personalized (Chen & Yang, 2023). Loyal followers frequently sense a stronger bond with the brand being marketed, which is facilitated by the emotional bond that forms between influencers and their audiences. Influencers' genuineness in sharing their product experiences encourages consumer confidence, which is crucial in influencing buying decisions. It has been demonstrated that this attachment, or the emotional connection between the influencer and the customer, has a greater impact on purchase intention than does the influencer's reputation alone (Liu & Zheng, 2024).

Additionally, livestream selling relies heavily on interaction. Customers can ask questions, voice their thoughts, and get prompt answers because to the lively nature of live broadcasting, which gives them a sense of urgency and immediacy that traditional buying techniques cannot match (Chu, 2024). In addition to facilitating well-informed decision-making, this open conversation makes shopping more interesting and pleasurable overall. Therefore, the degree of interaction offered during these live sessions is closely linked to consumer participation in livestream selling, which affects both conversion rates and customer happiness.

This paper focuses on comparing consumer engagement in livestream selling and influencer commerce in two distinct markets: the U.S. and Asia. The U.S. represents a more mature e-commerce environment with an increasing adoption of livestreaming, but it remains behind Asia in terms of cultural integration and technological infrastructure. Asia, particularly China, has pioneered the growth of livestream selling. This paper highlights how cultural, technological, and social factors shape the consumer experience and influence the effectiveness of livestream commerce in these distinct markets.

**2. LITERATURE REVIEW**

The emergence of livestream selling has had a significant impact on the e-commerce industry, transforming the way customers engage with businesses and make decisions about what to buy (Asanprakit & Kraiwanit, 2023). Livestream selling, which first appeared in China in the early 2010s, created an interesting, interactive buying experience by fusing direct internet transactions with real-time video streaming. This strategy was first introduced by early sites like as Taobao. Later, livestream commerce gained even more traction with the launch of Douyin, which is Chinese TikTok. The key to livestream selling's success is its capacity to provide customers with an incredibly engaging shopping experience, allowing them to make snap judgments about what to buy while watching live product demonstrations. Since their capacity to engage audiences and foster trust results in increased conversion rates, influencers are essential to these events (Chen, 2024; Liu & Liang, 2025).

According to Libai et al. (2025), influencers use their following on social media to market products and increase sales, a phenomenon known as influencer commerce. Influencer commerce was first made famous on websites like YouTube and Instagram. Today, it has spread to livestreaming, where influencers sell goods directly to viewers during live broadcasts. Due to their seamless integration of influencer commerce into their user experience, TikTok and WeChat have become important platforms in Asia (Duan, 2025; Gu et al., 2025). In addition to providing the ease of immediate purchases through integrated e-commerce functionality, these platforms enable influencers to connect live with their audience. A major change in digital marketing has occurred with the rise of influencer commerce on these platforms, as more relatable and personal types of promotion have replaced traditional advertising.

**Platform Technologies (Tiktok, Instagram, Taobao, Duoyin)**

Livestream and Influencer Commerce

Influencer Characteristics (Credibility, Authenticity, Expertise)

Cultural Context (Individualism vs Collectivism)

Consumer Engagements Dimensions

(Cognitive, Emotional, and Behavioural)

Business Outcome

(Sales, Brand Loyalty)

Consumer Purchase Behaviour (Interaction, Buying)

**Figure 1. Conceptual Framework of Livestream Selling and Influencer Commerce Impact on Consumer Engagement and Business Outcomes**

**2.1 The Role of Influencers in Consumer Engagement:**

A recent meta-analysis by Barari, Eisend, and Jain (2025) synthesizes the effectiveness of social media influencers, identifying trustworthiness as the paramount factor driving consumer purchase intention. Their research highlights that influencer credibility, encompassing expertise and attractiveness, alongside sustained engagement, significantly moderates consumer responses. These findings emphasize the necessity of authentic and transparent influencer-audience relationships to foster lasting consumer attachment and drive sales across cultural contexts.

**2.2 Cross-Cultural Differences in Consumer Behaviour**

Hofstede’s latest cultural dimensions framework provides updated metrics on individualism versus collectivism, further supporting the observed differences in U.S. and Asian consumer behaviors regarding livestream selling and influencer engagement (Zheng et al., 2025).

**2.3 The Impact of Platforms on Consumer Engagement**

*No paper report was found on Xie and Tsai (2023), rather Zhou (2024) was used.*

In addition, Zhou (2024) recent work on TikTok’s system of recommendations explores how TikTok users are captured by recommendations that combine practices of collaborative and content-based filtering. Because this content engages, the algorithm privileges this kind of content and promotes it. It highlights the lack of transparency of the algorithms, particularly how the transparency for users of how recommendations are done can impact trust.

**2.4 Comparative Studies**

Previous research examining livestream selling consumer involvement in the US and Asia reveals both similarities and variances in consumer behavior between these two regions. Ni and Ueichi (2023) conducted a noteworthy study that examined how cultural differences affect consumer perceptions and behaviors by comparing livestream selling in China, Japan, and the United States. They discovered that livestream marketing encounters greater opposition in the United States, where individuality is more prevalent, but it is quite successful in Asia, where buyers are more open to social influence. Influencer-driven livestream selling appears to be more effective in collectivist societies, where consumers are more inclined to accept and follow suggestions from influencers in their social networks, according to this study and others (Merritt & Zhao, 2022).

Although a number of studies have examined the success rate of livestreaming in certain geographical areas, few studies have directly compared the markets in the United States and Asia. The purpose of this review is to close this gap by investigating the social, technological, and cultural elements that affect customer participation in both areas. Through achieving this, it will provide fresh perspectives on how multinational corporations may enhance customer engagement in a variety of cultural contexts by optimizing their influencer and platform strategies.

**2.5 Methodology**

This study utilized a comparative literature review approach, gathering academic articles, analytical reports and studies from industry research and platforms, and existing case studies between the practice of livestream selling and influencer commerce in the U.S. and Asia. The data drawn on comes from peer-reviewed journals, market reports, and statistics specific to usage on various platforms.

**2.6 Limitation**

Despite providing helpful information into the role of consumers in livestream commerce in the U.S. and Asian markets, this review is also limited in a number of ways. This analysis is largely centred on mainstream platforms like Instagram, TikTok, Taobao, and Douyin, potentially leading to platform selection bias and missing critique of emerging or non-mainstream platforms. Plus, the relatively large geographic scale of ‘Asia’ may hide significant intra- regional variations in culture, technology and consumer behaviour. Future studies should be aimed to further elucidate these differences as well as to bring their own more generalizable data.

**3. COMPARATIVE ANALYSIS OF CONSUMER ENGAGEMENT IN THE U.S. AND ASIA**

**3.1 Consumer Behaviour in the U.S.**

Influencer marketing and livestream selling are becoming more popular in the US, but they are not as well-established in the digital commerce ecosystem as they are in Asia. Livestream selling is widely used by American consumers on social media sites like Facebook, Instagram, and TikTok, which appeal to an audience that is visually inclined and interested in entertainment (Mutambik, 2024). These platforms are appealing because of their capacity to produce aesthetically appealing content and provide customized influencer experiences. U.S. consumers are actively participating in influencer commerce on two platforms: Instagram's curated influencer-driven content and TikTok's algorithm-driven, short-form video format (Zhang & Liu, 2021). However, because the integration of shopping features is still developing, livestream selling has been adopted slowly in the United States (Pavic, 2025).

Cultural factors are one of the main causes of the slower adoption in the United States. Individual preferences and distinctive shopping experiences are valued more highly by American consumers, who are more likely to be more individualistic. In contrast to the collective behaviors observed in Asia, this consumer behavior indicates a propensity to interact with livestream selling in different ways. Personal preference and authenticity are highly valued in the United States, which frequently results in skepticism against aggressively promotional information (Chen & Yang, 2023). Influencers must gradually establish trust and uphold a high level of authenticity if they want American customers to participate in livestream commerce. The fact that American consumers tend to follow influencers who share their values, passions, and personalities highlights how crucial influencer credibility is in influencing customers' decisions to buy (Li et al., 2025).

Convenience has an impact on American consumers' purchasing decisions as well. Platforms like Instagram and TikTok have started incorporating purchasing capabilities that facilitate seamless transitions from content consumption to purchase action because American consumers prefer frictionless shopping experiences (Gu et al., 2025; Kapoo & Pandey, 2024). Concerns over privacy, the perceived legitimacy of influencer advertising, and the overall unease with the commercial aspect of many livestream events, however, continue to impede the complete adoption of livestream commerce (Wee et al., 2023). Addressing these issues will be essential as livestream commerce develops in order to promote broader customer acceptance in the US market.

**3.2 Consumer Behaviour in Asia**

The consumption behavior of Asian consumers, specifically in China, Japan, and South Korea, indicates a more extensive and integrated use of influencer marketing and livestream selling. Platforms like Kuaishou, Douyin (TikTok China), and Taobao Live have been instrumental in the fast expansion of livestream business in China. Because influencers, often referred to as Key Opinion Leaders (KOLs), have developed strong relationships with their audiences, livestream shopping has become an integral aspect of culture. These influencers increase engagement by combining entertainment and customer contact to create an immersive experience, in addition to pushing items. To create a feeling of community among viewers, influencers, for example, use product demos, Q&A sessions, and live entertainment like dancing, singing, and interactive games (Gu et al., 2025).

In Asia, cultural influences greatly influence how consumers interact with brands. The collectivist nature of many Asian nations, especially China, means that group behaviors and social influence are highly valued when making judgments about what to buy (Wang et al., 2024). This collectivist mindset makes people more likely to rely on social proof and suggestions from influencers when making judgments about what to buy. The success of livestream events, where influencers sell products in real-time, generating urgency and a sense of community, is evidence that consumers in China and other Asian markets are more likely to follow influencers who reflect social trends and share common values (Merritt & Zhao, 2022).

Although livestream commerce is becoming more and more popular in South Korea and Japan, consumer behavior there is a little different. Japanese buyers typically place a higher value on product quality and comprehensive information, favoring livestreams that highlight the characteristics and functionality of products rather than entertainment (Li et al., 2025). Celebrity endorsements and livestream selling are frequently combined in South Korea, where K-pop singers and other celebrities hold livestream events to profit from their enormous fan bases. Given that K-pop fans frequently have a close bond with their idols, these celebrity-driven livestreams are very successful in increasing consumer engagement and influencing purchase decisions (Gu et al., 2025).

One of the key differences in consumer behaviour across these Asian markets is the greater level of trust in the platforms themselves. In China, platforms like Taobao and WeChat are deeply integrated into daily life, providing not only e-commerce but also social networking, payment systems, and lifestyle services (Lin & Tao, 2023). This integration fosters higher engagement levels as consumers are already accustomed to using these platforms for various needs. In Japan and South Korea, while platforms like Line and KakaoTalk offer similar integrated services, livestream selling is still growing and evolving in comparison to its rapid success in China (Kim, 2024). Nonetheless, the level of consumer engagement remains high, particularly when influencers or celebrities are involved.

**3.3 Comparative Insights on Consumer Engagement**

When comparing consumer engagement between the U.S. and Asia, several significant differences and similarities emerge, driven primarily by cultural, technological, and social factors. One of the main differences lies in the cultural orientation of each region. In the U.S., where individualism is dominant, consumers tend to prioritize personal choice and autonomy in their shopping experiences. This is evident in the way U.S. consumers interact with influencers and livestream selling. They engage with influencers whose values, preferences, and lifestyles they resonate with, making authenticity and transparency key drivers of consumer engagement. In contrast, in Asia, particularly China, collectivist cultural values play a more significant role. Consumers are more influenced by group behaviours and social validation, leading them to follow trends and make decisions based on the recommendations of influencers within their social networks.

Asia is at the forefront of technology when it comes to incorporating livestream commerce into everyday living. In China, platforms like Taobao and WeChat allow seamless integration of e-commerce, social networking, and payment systems, encouraging a highly dynamic and immersive purchasing experience. The extensive usage of smartphones and the cultural acceptance of entertainment-driven purchasing experiences are intimately related to the success of livestream commerce in China. The livestream shopping experience is not yet as well incorporated into the American digital landscape, despite the fact that sites such as Instagram and TikTok have started to incorporate shopping functionality. The overall influence of livestream selling may be limited in the United States due to the frequently more divided consumer journey, where several platforms offer distinct shopping experiences.

There are several similarities between the two areas in spite of these distinctions. The significance of influencers in promoting customer interaction is acknowledged in both marketplaces. To engage with their followers and market goods, influencers in Asia and the United States depend on trust and genuineness. However, if individual choice and the relationship between the influencer and the consumer are crucial in the U.S., social influence and collective behavior are more important in Asia when it comes to influencing purchase decisions. Furthermore, both marketplaces use technology to improve customer interaction, but there are notable differences in the level of integration and platform sophistication.

Finally, the comparison of consumer engagement in Asia and the United States reveals important differences in influencer marketing tactics, technical integration, and cultural values. various variations highlight the necessity of customized strategies for influencer commerce and livestream selling marketing in various areas. Brands may improve their strategies and interact with consumers in Asia and the United States by being aware of these subtleties.

**Table 3.2: Comparison Summary Table**

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| **Aspect** | **U.S. Market** | **Asian Market (China, Japan, South Korea)** |
| **Cultural Orientation** | Individualistic; personal choice and authenticity | Collectivist; social influence and group validation |
| **Key Platforms** | Instagram, TikTok | Taobao, Douyin, WeChat |
| **Platform Integration** | Emerging shopping features, less seamless | Deep integration of social, payment, and shopping features |
| **Influencer Style** | Aspirational, curated, lifestyle-focused | Relatable, entertainment-driven, transactional |
| **Consumer Engagement** | Values authenticity, trust; gradual adoption | High engagement through real-time interaction and social proof |
| **Purchase Drivers** | Influencer’s personal brand alignment | Group dynamics, peer recommendations |
| **Barriers to Adoption** | Privacy concerns, scepticism about commercialism | Fewer privacy concerns; high platform trust |
| **Technology Adoption** | Growing AR and shopping features | Advanced AR use, virtual influencers gaining popularity |
| **Marketing Strategy Focus** | Personalization, transparent influencer relationships | Community-building, social interaction, urgency creation |

**4. DISCUSSION**

**4.1 Implications for Marketers**

Creating successful marketing strategy requires an understanding of the cultural and technological differences across these areas. Influencer authenticity and personal branding should be prioritized by marketers aiming to reach American customers. It is crucial to choose influencers that have a sincere connection to their audience since American consumers are drawn to influencers who share their beliefs and tastes (Chen & Yang, 2023). Building enduring relationships with influencers that represent the individualistic nature of the American market should be the main goal for brands. It will also be essential to select platforms like Instagram and TikTok, which enable carefully selected, excellent content that appeals to American customers' need for authenticity. Engaging U.S. audiences effectively requires creating personalized, transparent, and relatable content that goes beyond product promotion and addresses the unique interests and values of the target demographic (Gu et al., 2025).

On the other hand, influencer selection should be based on social impact and the capacity to promote group dynamics for marketers aiming to reach Asian consumers, particularly in collectivist societies like China, Japan, and South Korea. In Asia, influencers particularly Key Opinion Leaders, or KOLs are frequently regarded as reliable individuals who foster communities in addition to promoting goods. Marketers may access the social and entertainment-driven interaction that characterizes the Asian customer experience by utilizing platforms like as Taobao, Douyin, and WeChat, which are essential to livestream commerce in Asia (Merritt & Zhao, 2022). Marketers should concentrate on producing interactive and socially engaging content for these marketplaces in order to stimulate engagement, create a sense of urgency, and influence group buying decisions. Additionally, integrating features like live Q&A, limited-time offers, and group discussions can foster a sense of shared experience, enhancing consumer engagement (Li et al., 2025).

**4.2 Cultural Influence on Consumer Engagement**

Consumer behavior is greatly influenced by culture, especially when it comes to influencer marketing and livestream selling. Consumer participation in the United States is fueled by cultural individualism. Individuality and personal tastes are highly valued by American consumers, and this has a direct impact on their purchase choices. An influencer's ability to connect with American consumers is largely determined by their honesty and genuineness. Influencers that share the same beliefs and lifestyle choices are more likely to be followed by American consumers, resulting in a more intimate and value-driven interaction between the influencer and the customer (Chen & Yang, 2023).

The kind of information that appeals to American audiences reflects this independent attitude to consumer behavior. According to Li et al. (2025), influencers who concentrate on offering distinctive, customized experiences—like demonstrating how they use a product or sharing intimate glimpses into their lives—have a higher chance of connecting with American consumers. Influencer marketing in the US is more successful when it stresses authenticity and personal choice since these customers frequently favor goods that let them express who they are.

In Asia, however, cultural collectivism plays a significant role in shaping consumer engagement. Asian consumers tend to be more influenced by group behaviour and social validation when making purchasing decisions. Influencers in Asia, particularly KOLs, create a sense of community and belonging among their followers, which fosters deeper engagement and more spontaneous purchasing behaviour (Merritt & Zhao, 2022). The collectivist nature of many Asian societies encourages consumers to rely on recommendations from influencers within their social networks, making influencer marketing in Asia more focused on social influence and community-building rather than individual expression.

In Asia, livestream commerce has become not just a sales tool but also a social event, where influencers engage their audiences in real-time through product demonstrations, games, and Q&A sessions. This interactive, social nature of livestream selling aligns with the cultural norms of collectivism, where consumers value group approval and shared experiences. As such, the content strategy for Asian markets should focus on creating a sense of social belonging, encouraging consumers to interact with the influencer and each other, and fostering a collective decision-making process (Gu et al., 2025).

For global brands looking to operate in both the U.S. and Asian markets, understanding these cultural differences is crucial. Marketers need to tailor their influencer strategies to align with the cultural expectations of each market. In the U.S., the focus should be on individual choice, authenticity, and transparency, while in Asia, the emphasis should be on community engagement, social influence, and creating collective experiences that drive group-oriented purchasing behaviour.

**4.3 Future Trends in Livestream Selling and Influencer Commerce**

The future of livestream selling and influencer commerce looks promising, with several emerging trends set to reshape the landscape in both the U.S. and Asia. One of the most exciting developments is the integration of augmented reality (AR) and virtual influencers into livestream commerce. AR technology has the potential to revolutionize how consumers interact with products during live broadcasts. By allowing users to virtually "try on" products or see how items would look in their environment, AR can provide a more immersive and personalized shopping experience. For instance, virtual try-ons for beauty products or clothing, or AR features that let consumers visualize home decor items in their own spaces, are already being tested in some markets and are expected to grow exponentially in the coming years.

In addition to AR, the rise of virtual influencers is another trend that is gaining momentum. Virtual influencers, computer-generated characters designed to resemble real people, have become increasingly popular on platforms like Instagram and TikTok. These influencers are capable of engaging with audiences in real-time during livestream events, creating an entirely new form of digital marketing. Brands are already experimenting with virtual influencers, who offer the advantage of being entirely customizable and free from the limitations of real human influencers. These virtual figures can also represent various brand values, allowing companies to craft highly controlled and tailored personas that resonate with their target audience.

Looking ahead, livestream commerce in both the U.S. and Asia is likely to evolve toward more personalized, immersive, and interactive shopping experiences. In the next 5 to 10 years, as AR and virtual influencers become more mainstream, consumer engagement is expected to shift towards even more individualized experiences. Consumers will be able to interact with products in ways that were previously impossible, such as customizing items in real-time or experiencing live product demonstrations that feel as if they are physically in the store. Moreover, these technologies will allow brands to engage with consumers on a deeper level, offering tailored recommendations based on past interactions and personal preferences.

In Asia, where livestream commerce is already a dominant force, we can expect further innovations in social shopping. The integration of more social features, such as group buying, live chatrooms, and real-time interactions with influencers, will continue to drive engagement. For the U.S., while the adoption of livestream selling is expected to accelerate, the focus will likely remain on improving the integration of shopping features within entertainment and influencer content, making the consumer experience seamless and more interactive.

In conclusion, the future of livestream selling and influencer commerce is poised for significant transformation. With advancements in AR, virtual influencers, and the growing importance of personalized experiences, both the U.S. and Asian markets will see greater consumer engagement and more dynamic shopping environments. These trends will reshape how consumers shop and interact with brands, further blurring the lines between entertainment and commerce.

**5. Conclusion**

The emergence of influencer commerce and livestream selling has drastically changed the global digital marketing scene. The main distinctions and parallels between how Asian and American consumers interact with these new e-commerce platforms have been brought to light by this review. Although influencers are crucial in influencing consumer engagement and purchasing decisions in both locations, the course of these interactions is influenced by social, cultural, and technological variables.

In the U.S., the consumer behaviour surrounding livestream selling is influenced by the individualistic nature of society. U.S. consumers prioritize authenticity, personal values, and transparency in their interactions with influencers. They are more likely to engage with influencers who share similar values and offer personalized content that resonates with their preferences. Livestream selling, although gaining traction, has not yet fully integrated into the U.S. digital commerce ecosystem, as consumers still express hesitation due to concerns about privacy, authenticity, and the perceived commercialization of influencer content. Platforms like Instagram and TikTok cater to these needs, offering an environment that emphasizes entertainment and brand authenticity.

In contrast, Asian markets, particularly China, exhibit a more communal approach to consumer engagement in livestream selling. Collectivism plays a key role in driving purchasing decisions, with consumers more likely to follow influencers whose recommendations align with social trends and group dynamics. Influencer-driven livestreams in Asia often incorporate real-time interaction, entertainment, and urgency, which have proven highly effective in fostering impulse purchases and deepening brand loyalty. The high level of integration between e-commerce and social media platforms like Taobao, Douyin, and WeChat has facilitated a seamless shopping experience, encouraging greater consumer participation in live events.

Overall, the comparative analysis reveals that while both regions benefit from the influence of livestream selling, the strategies to engage consumers must be tailored to the cultural contexts of each market. U.S. consumers respond best to influencers who offer authenticity and transparency, while Asian consumers thrive on social interaction and the sense of community fostered by influencers.

**6. Recommendations**

Based on the findings of this review, the following recommendations are made to marketers seeking to enhance their strategies in livestream selling and influencer commerce across different markets.

When working with influencers, U.S. businesses must put authenticity and reliability first. American customers anticipate openness in product promotions and cherish close relationships with influencers. In order to maintain relatable and authentic content, marketers should concentrate on establishing long-term partnerships with influencers that share their brand values. U.S. firms should also make investments to enhance the way social media platforms' purchasing elements are integrated, resulting in smooth experiences that facilitate easy transitions from content to purchases.

In Asia, marketers should leverage the power of social influence and community engagement. Since Asian consumers are more likely to follow social trends and rely on influencers within their social networks, creating content that fosters interaction and a sense of belonging will drive higher levels of engagement. Additionally, marketers should tailor their content to suit the entertainment-driven nature of livestream selling in Asia. This could involve incorporating interactive elements like live Q&A sessions, product demonstrations, and limited-time offers that enhance the excitement and urgency of the shopping experience. Global brands that want to operate in both Asia and the United States must understand the cultural and technological distinctions between the two regions. Adapting influencer marketing tactics to the tastes of each market will increase customer involvement and, eventually, boost sales. In order to stay ahead of the curve and adjust to new trends in the livestream commerce arena, brands should also take into account the expanding role of innovative platforms and technologies like augmented reality and virtual influencers.

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