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Live Streaming: Revolution New in Retail Business Marketing Strategy (Literature Study)

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ABSTRACT

Purpose – The post-COVID-19 pandemic has driven digitalization in various aspects of life, one of which is consumer purchasing behavior. With limited mobility and increasingly stringent regulations regarding activities outside the home, including shopping in malls, consumers who previously went to physical stores tend to shop online. This has led to a new revolution in the world of marketing: Live Streaming, a medium that connects businesses with buyers online without the need to visit a physical store.

Design/Methods/Approach – This research method uses a literature review system to analyze documents that align with the research focus. Previously, documents were reviewed using Google Scholar, Scopus, and WoS. 50 journals were then identified and filtered, resulting in 13 articles for analysis.

Findings – This proves that live streaming can break down the limitations previously imposed by traditional marketing. Retailers cannot ignore the challenges and obstacles faced in using live streaming, such as technical constraints and increasingly fierce online business competition.

Research Implications/Limitations – Businesses can consider using a professional host to ensure product and service information is conveyed clearly and easily understood by the audience during live streaming.

Originality/Value – Live streaming can help retail business actors to keep up with the times in the form of digitalization, seeing consumer interest in consuming products.

Keywords: *Live Streaming, Strategy Marketing, Business Retail, Revolution*



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Introduction

The Covid-19 pandemic has had a significant impact on various aspects of life, including changes in consumer behavior globally. Mobility restrictions and social distancing policies have forced consumers to shift from shopping in physical stores or traditional markets to more accessible digital platforms. This shift has accelerated the digitalization of the retail sector, making online marketplaces the primary means of meeting daily needs (Maharani & Dirgantara, 2023). This shift indicates that digitalization is no longer just an option, but an urgent necessity for businesses to survive and compete in the post-pandemic era.

Technological developments demonstrate that digital marketing has become a dominant strategy in the modern business world. Consumers now spend more time on digital devices than on traditional media, encouraging businesses to utilize various digital channels such as social media, email marketing, SEO, paid advertising, and content-based marketing (Alalwan et al., 2021). One rapidly growing innovation is marketing through live streaming. Initially used for entertainment purposes such as online games or concerts, it has now become a key strategy for various platforms such as Shopee, Tokopedia, Lazada, TikTok, and Instagram (Kurniawan & Kusumawati, 2023). Live streaming creates an interactive and immersive shopping experience, allowing sellers to respond to questions in real-time and building customer trust (Chen & Lin, 2023).

Numerous studies have demonstrated the effectiveness of live streaming in increasing consumer engagement and purchase intention. For example, research by Permana et al. (2023) found that live streaming positively impacted purchase intention through the trust variable. Similar findings emerged in research by Guo et al. (2022), which showed that interactivity and broadcast quality significantly influenced purchasing decisions. However, despite its growing popularity, an in-depth understanding of live streaming as a digital marketing strategy in Indonesia, particularly for MSMEs, remains very limited (Wibowo et al., 2023).

While international research has extensively addressed live streaming commerce, significant research gaps remain. First, most research still focuses on purchase intention, not actual purchase behavior. Second, contextual variables such as digital literacy, MSME size, demographic characteristics, and local trust culture are rarely discussed. Third, the integration of live streaming with other digital marketing strategies, such as online reviews or influencer marketing, has not been thoroughly explored in the Indonesian market (Puspitasari & Arifin, 2024; Wongkitrungrueng & Assarut, 2020). This gap highlights the need for more focused studies on the influence of live streaming on consumer behavior in Indonesia, particularly within the MSME ecosystem, which plays a significant role in the economy.

This research is urgent because live streaming has become a key marketing tool in the era of digitalization and increasingly fierce business competition. For MSMEs, this technology offers not only lower marketing costs but also the opportunity to reach a wider consumer base, build trust, and increase customer loyalty (Wibowo et al., 2023). From an academic perspective, this research is expected to enrich digital marketing literature with

empirical evidence based on local context, so that it can help business actors design more effective, relevant, and sustainable marketing strategies.

Method

The method that used in study This is a system literature review as A media to identify and understand how *live streaming* can revolutionize digital marketing strategies. The SLR method was chosen as a tool to describe an existing phenomenon and analyze data obtained from various sources to identify patterns, relationships, and even possible trends. This approach will allow researchers to deeply interpret how *live streaming* can revolutionize retail marketing strategies.

The data sources used for this research are article *reviews and analysis*. And journal Which relevant with phenomenon Which lifted in study. With focus main research This is For explore theories that regarding with how to *live Streaming* could be a new revolution in the world of marketing for retail businesses. These theories will be explained. in a way details in scope literature Which has analyzed, and used as foundation for make comparison with *marketing strategy* Which has There is, aim for see to what extent does *live streaming* influence the marketing strategies of *online retail businesses*? The following table provides an overview of relevant articles and journals to support the discussion in this study:

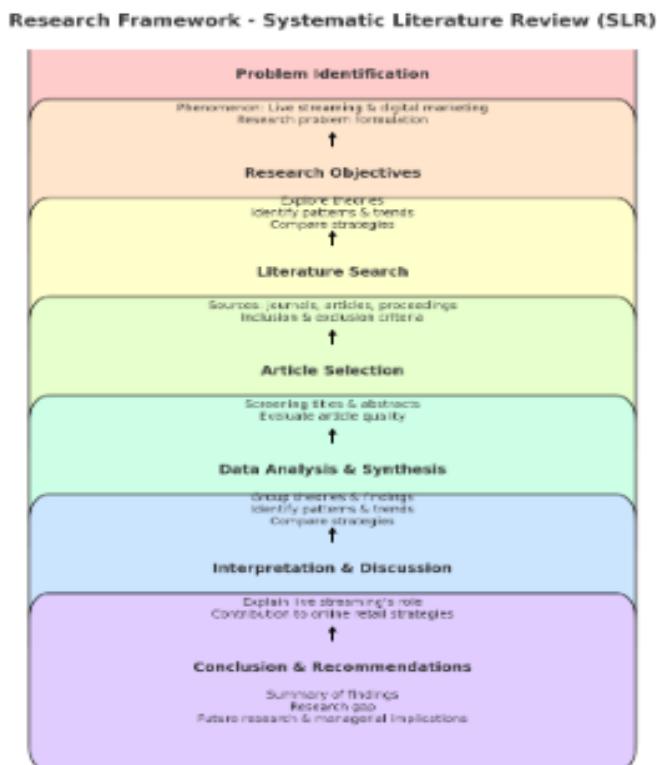


Figure 1. Research Framework

Tabel 1. Research Method SLR

WRITER	TITLE	METHOD	RESULTS
Muhammad Arief Gunawan, I Made Sukresna	Effect of Cuts Price, Convenience, Interactivity, and Engagement Against Impulsive Purchase Intentions Feature Live Streaming In E- Commerce Platform	Data quantitative which is processed in the form of a score.	The results of the study show that Price discounts, convenience, interactivity, involvement have a significant influence on impulsive buying intentions with enjoyment Which felt as intervening variables in live broadcasts streaming in e-commerce platform.
Mellynda Monica Princess	The Influence of Live Streaming Content Against Impulsive Buying With Consumer Trust as an Intervening Variable for the Skincare Product "Somethinc"	Quantitative which aims to test the hypothesis has established to study the population and sample certain.	The results of the study show that live streaming content does not have a significant effect on impulsive behavior. buying "Somethinc" skincare products, consumer trust has a significant influence on impulsive buying of "Somethinc" skincare products, and consumer trust is able to mediate influence live streaming content against impulsive buying skincare products "something"
Rifa Nurul Aulia, Budi Harto	Building Consumer Engagement Through Content Marketing Strategy <i>in Live Streaming</i> : Qualitative Analysis To Brand Successful on Shopee	Method analytical descriptive is chosen to describe existing phenomena and analyze data that obtained from various source.	The main findings indicate that these elements significantly influence involvement consumers and decision purchase, with brand narrative authentic and interactivity as a factor most influential.
Moh Fatur Rizky, Nurkholis Majid	The Influence of <i>Live Streamers</i> on Increasing Sales In Company	This research uses qualitative method with a library study approach.	The results of the study show that <i>live streaming</i> has advantages in terms of direct interaction with consumers, flexibility content, And ability to reach audience which are more broadly <i>real-time</i> .
Roswanda Nuraini, Aan Goodness Son, Naza Sefti Prianita, Edora	Utilizing <i>Live Streaming Features</i> to Increase Gio Saverino Product Sales In Shopee Live.	This research uses qualitative method with a case study approach.	Data Which collected show that live streaming on Shopee Live significantly increases interactions between sellers and consumers, strengthens buyer trust, and facilitates demonstration product in a way real- time.
Gao et al. (2021) Computers in Industry	Determinants of Customer Satisfaction with Live-Stream Commerce	Survey, SEM/PLS	Information & service quality, customer satisfaction; efficiency implied via faster decision-making.

Xu et al. (2023) Industrial Management & Data Systems	Live-stream Marketing & Consumers' Purchase Intention (Affordance + S-O-R)	Survey, SEM	Affordances, engagement/flow, purchase intention; perceived time-saving convenience motivates buying.
Chen et al. (2024) PLOS ONE	Antecedents of Customer Satisfaction in Live-Streaming Commerce (Green Agri)	Survey, Factor Analysis	Commodity, platform, content, service, satisfaction; faster service creates efficiency.
Wang & Li (2023) SAGE Open	The Power of Live-Streaming in Consumers' Purchasing Decision	Conceptual + empirical	Social presence & interaction on purchase intention; convenience & time-saving highlighted.
Liu et al. (2025) Nature HSS Communications	What Motivate Consumers' Purchase Intention and the Role of Streamers	Survey, regression	Streamer attractiveness & performance, purchase intention; time efficiency not central.
Pratama (2024) Journal of Management Economics Indonesia (REMIk)	Live Streaming, Product Reviews, and Discounts on Buying Interest	Survey, regression	Live streaming + reviews + discounts, higher purchase intention; AV quality satisfaction & efficiency.
Santoso (2024) JMBK (Untar)	Convenience Payment & Time Efficiency on TikTok Shop	Survey, PLS-SEM	Payment convenience & time efficiency → satisfaction; indirectly supports purchase intention.
Zhou et al. (2024) Electronic Commerce Research	The Impact of Real-Time Interaction on Consumer Trust in Live Streaming Commerce	Survey, SEM	Real-time interaction builds trust on purchase intention; time-saving through immediate Q&A.
Huang & Sun (2023) Journal of Retailing and Consumer Services	Flow Experience in Live Streaming and Its Effect on Satisfaction	Survey, SEM	Flow & engagement significant satisfaction; efficiency noted as reduced search time.
Kim & Park (2025) Asia Pacific Journal of Marketing & Logistics	E-commerce Live Streaming and Impulse Buying	Survey, regression	Live streaming triggers impulsive buying on purchase intention; convenience/time efficiency amplify impulse.

Result and Discussion

The article entitled "The Effect of Price Discounts, Convenience, Interactivity, and Involvement on Impulsive Purchase Intentions on *Live Streaming Features on E-Commerce Platforms*" discusses how the set price discounts, convenience, interactivity, and involvement have a significant influence on impulsive purchase intentions. Meanwhile, the article entitled "The Effect of *Live Streaming Content* on *Impulsive Buying* with Consumer Trust as an Intervening Variable for "Somethinc" Skincare Products" shows the result that *live streaming content* has no influence significantly impacts *impulsive buying* of "Somethinc" skincare products. Meanwhile, *consumer trust* has a significant influence on *impulsive buying*. Consumer trust can also mediate the relationship between *live streaming content* and impulsive buying of "Somethinc" skincare products.

Article "Building Consumer Engagement Through Content Marketing Strategy in Live Streaming: Analysis Qualitative To Brand Which Succeed in Shopee" highlight that element The content *marketing strategy* in *live streaming activities* significantly influences how consumers engage and make purchasing decisions by prioritizing authentic brand narratives and interaction as the most influential factors. Then, the article entitled "The Influence of *Live Streamers* on Increasing Sales in Companies" discusses how *live streaming* brings an advantage in terms of direct interaction. direct with consumer, Then provide content Which flexible to ability which functions to reach as large an audience as possible in *real-time*. Another article, titled "Utilizing the *Live Streaming Feature* to Increase Gio Saverino Product Sales on Shopee Live," contains data he has successfully collected, showing that *live streaming* on the Shopee Live platform significantly improves the interaction process between sellers and consumers, as well as providing a facility for *real-time product demonstrations*.

Based on the results of a study by Chen & Lin (2020), consumers hope that live streaming will be able to provide product clarity and direct interaction with sellers. As a result, consumers feel more confident in the information obtained, so that buying interest increases and the purchase decision-making process runs faster. This shows that live streaming plays an important role in reducing the distance between sellers and buyers.

Consumers expect transparency and a sense of product authenticity. When streamers are able to show the condition of the product in real life, consumers feel a higher confidence. As a result, loyalty to brands is increasingly formed because consumers do not buy just once, but tend to return to purchase at a later date (Xu et al., 2020). Wongkitrungrueng & Assarut (2020) highlight the interactive presence that is an important factor in consumer expectations. The two-way interaction between streamers and viewers makes the shopping experience more personalized. As a result, consumers feel involved in the marketing process, so that buying interest increases and emotional relationships with products are formed.

According to Sun et al. (2019), consumers expect ease of access and time efficiency when using live streaming. As a result, the information search process becomes shorter, reduces confusion, and makes it easier for consumers to make purchase decisions. This

makes live streaming a means of shopping that is in accordance with the fast-paced rhythm of modern life. Research by Cai & Wohn (2019) shows that entertainment is one of the expectations of consumers in addition to product information. Interesting content is able to evoke positive emotions, so that consumers feel more at home participating in live sessions. As a result, engagement rates are increasing, and impulse purchases are more common due to a pleasant shopping atmosphere. Park & Lin (2020) emphasized that trust in streamers is the main expectation of consumers. As a result, consumers tend to accept product recommendations more easily, because they consider streamers to have high credibility. This makes the persuasion process in live streaming more effective than traditional marketing methods.

Based on Guo et al. (2021), it was found that consumers really expect instant promotions such as discounts or vouchers during live streaming. As a result, purchase decisions often happen faster, even spontaneously. This phenomenon shows that live streaming is an effective medium to create urgency in purchases. Zhang et al. (2021) underscore the importance of visual detail in live streaming. Consumers expect a clear product display so they can assess their suitability. As a result, consumer confidence in product quality increases, thereby reducing the risk of post-purchase disappointment.

According to Li & Peng (2021), testimonials and direct reviews from other users are a considerable expectation for consumers. As a result, this social proof strengthens trust and increases the likelihood of a purchase. In the digital context, this serves as a substitute for the hands-on experience typically obtained in a physical store. Wang et al. (2020) explain that transaction speed is the dominant expectation of consumers. Live streaming supports the instant lifestyle of the younger generation who want a quick and convenient shopping process. As a result, consumer satisfaction increases because they can get products easily without wasting a lot of time. Hu & Chaudhry (2020) added that consumers expect a sense of connection with other buyers' communities. As a result, live streaming creates a fun social atmosphere, where consumers feel part of a community. This adds emotional value to the shopping experience. Kang et al. (2021) highlight that transaction security and product authenticity are considerable expectations. As a result, platforms that are able to guarantee these two things will be more trusted, so consumers do not hesitate to make repeat purchases. Security is a key factor in maintaining consumer loyalty in the long run.

Range Audience Which Wide

In the digital era This, utilization technology in terms of Marketing is an essential aspect of business that cannot be ignored, as it is one way to survive in competitive business. While previously marketing was limited to traditional media such as TV, newspapers, and radio, today companies must consider new strategies to keep up with developments. era as well as get more Lots consumer. Wrong One Which Can used in marketing modern is *live streaming* past various platform like Shopee, TikTok, And Instagram. These platforms are the most widely used for *live streaming marketing* and are effective in reaching a wider *audience*.

Even though on initially *live streaming* will reach various segment market without

except, but with the sophistication of technology on various platforms today, *live streaming* that is done repeatedly and consistently will be able to reach an audience according to *the brand's niche*. This will make it easier to reach audience which relevant with product and service which offered. Audiences who fall into *niche categories* will not only be interested in watching *live streams* that aired, However big possibility for watch repeat even buy the product when they feel they need it. When they're satisfied with the product they purchased during *the live stream*, they won't hesitate to recommend it to friends, family, or others on social media.

As explained in *the Technology Acceptance Model theory*, when consumers perceive the ease of access offered by a technology, this will influence their attitudes and how they view the technology. If these two factors are met, so will make use feel *intention to use* until the end leading to *actual use*. In the case of *live streaming*, *intention to use* refers to the user's desire to watch broadcast *live streaming* the. Whereas *actual use* referring to on activity consumers to rewatch and even buy products offered during *the live streaming*.

Meanwhile, according to the SOR theory, in the case of *live streaming*, it is proven that the stimulus activity or in *live streaming* refers to a clear product demonstration activity that is carried out by organisms or seller will produce response from customers that is condition when they provide live commentary while *the live stream* is in progress. Liu et al. (2021) show that consumers expect a quick response from the seller. This real-time interaction is very influential, as it reduces consumer hesitancy in the buying process. As a result, purchase decisions can be made faster because questions or doubts are answered right away.

Based on Dong & Wang (2021) explained that new knowledge about products is one of the expectations of consumers when participating in live streaming. As a result, consumers feel more confident in buying because their decisions are based on more complete information. This reduces the chances of regret after purchasing the product. Huang & Kuo (2021) affirm that the combination of entertainment, promotion, and direct interaction is the main expectation of consumers. As a result, live streaming not only increases buying interest, but also strengthens consumer loyalty and satisfaction after purchase. This makes live streaming one of the most comprehensive marketing strategies in the digital era.

Remove Limitation

Live streaming is also considered a marketing strategy that has high accessibility. Because can accessible when and in where just. Most consumer moment This choose shopping via *live streaming* because they think shopping activities are easier without having to go to the store market traditional. Besides That they only need replace page broadcast If felt No There is You can find the right product without having to walk around various stalls looking for what you're looking for, as is the case in traditional markets. In addition to this convenience, *live streaming* also offers interesting features that support activities during *the live stream*, such as real-time Q&A sessions. past comment, discount special when *live* ongoing until promotions interesting other that

does not exist in traditional markets. Even during the pandemic In previous years, they were still able to shop with peace of mind while staying at home. This proves that *live streaming* has broken down the boundaries of traditional markets.

Economic Impact Which Significant

In addition to providing an interesting shopping experience for consumers, *live streaming* also has an impact big on turnover *brand* retail local And MSMEs. In survey IPSOS, 67% *brand* retail Local businesses and MSMEs report increased business turnover after using the Shopee Live feature. Not only does it impact revenue, but the *live streaming feature* on e-commerce is also a preferred choice for brands because considered give profit best. Improvement turnover brand retail local And MSMEs This is one of the most important factors in the Indonesian economy. This is because MSMEs, including retail businesses, play a crucial role in national economic growth. Statistics Indonesia (BPS) data for 2023 recorded a total of 4,226,873 micro-enterprises in 2022. This figure represents a significant increase from 2020, when it reached 4,226,873. 3,909,718 unit business. Ability they in adapt with condition crisis The economy during the pandemic because MSMEs, such as Indonesian retail businesses, are transforming their businesses online, such as by implementing *live shopping through live streaming* features on various platforms such as Shopee, TikTok, and Instagram.

Trends Time Front Which Promising

Technology Which Keep going move in a way dynamic open opportunity marketing digital Which Even now, the marketing *landscape* is shifting from traditional print media to modern marketing using *live streaming*, which can display demonstrations. products and services in general *real-time* to consumer which can accessible When and anywhere during *the live*. Seeing the development era There is There are many promising opportunities from *live streaming*, including the use of technologies such as *augmented reality* (AR), which can combine digital objects with the real world. This technology is similar to the technology used in the game Pokemon Go, where 2-dimensional and/or 3-dimensional virtual objects are applied to a real 3-dimensional environment, then these virtual objects are projected into real time. In *live streaming*, *augmented reality* can be used to add more attractive and informative graphics for viewers. In retail marketing using *live streaming*, *augmented reality* technology can be used to stimulate products in *real time*, such as allowing customers to try products such as glasses, clothes, and *furniture* in their rooms using a *cellphone camera* during *the live*. In the use of AR technology, customers will also be able to customize in *real time*, such as adjusting the color, size, and certain designs during *the live*.

Whereas For technology *Virtual Reality* in marketing business retail through *live streaming* has more potential because this technology will provide a better shopping experience *immersive* (deep) Because customer can made as if is at in environment shop Physical retail through virtual retail store visuals via VR devices. This allows customers to experience being in a physical store without having to leave their homes. VR

technology also allows for visualization. use something product direct in the place. Like show A virtual kitchen shows how a blender works. A clear demonstration like this will undoubtedly increase customer confidence and encourage product purchases.

Challenge and Obstacle

Live streaming offers many advantages as a new revolution in retail marketing *it* also presents challenges and obstacles that may be encountered. by for perpetrator business retail like constrained technical. Because depends on network internet and digital devices such as *mobile phones*. Technical problems are often encountered, such as poor internet connection, *smartphone* Which used tend to be slow or No support a number of features in *live streaming*. Up to other technical issues that may be encountered at any time during *live streaming*. ongoing. Besides That, competition business in *live streaming* Also Can just happen in where is the broadcast Which One more interesting And entertain than broadcast other. In matter This for perpetrator Retail businesses are challenged to think creatively about unique *live broadcast ideas*, *creating a distinctive* brand unlike any other. This uniqueness allows customers to remember *the brand* and watch the broadcast for extended periods.

The development of digital technology is driving a major change in the way consumers interact with products. One of the prominent forms of innovation is the use of live streaming in online marketing. From the results of a study of 15 studies, the pattern that emerged is relatively consistent: consumers place high expectations on easy access to product information, quality transparency, and an efficient shopping experience. This expectation then forms a buying intent, which ultimately contributes to a real purchase decision.

The analysis shows that consumers find it helpful to present live visuals during live streaming, as they can assess the product in more detail compared to just reading the description on an e-commerce page. Expectations for product clarity are also increased when streamers provide usage demonstrations, answer questions directly, and demonstrate product excellence in a way that static ads cannot. This speeds up the alternative evaluation process which usually takes longer.

In terms of impact, live streaming has been proven to influence buying interest through three main aspects: interactivity, broadcaster credibility, and exclusive promotion. Several studies confirm that the existence of flash sales or special discounts during live streaming encourages consumers to make purchases quickly. On the other hand, the emotional engagement between consumers and streamers adds to the belief that the decisions made are the right ones.

The results of the study also highlight the contribution of live streaming to consumer satisfaction. The time efficiency offered is an important factor, as consumers do not have to do long searches or move from one store to another. Satisfaction arises when consumers feel that their information needs are met quickly, products are received as expected, and the transaction process goes smoothly. In the context of today's developments, live streaming is changing the way young people shop. They prefer interactive and instant shopping, rather than just looking at product catalogs.

This expectation is closely related to the digital lifestyle that demands everything to be faster, practical, and at the same time fun. E-commerce is now not only a place to buy and sell, but also an entertainment space where consumers can learn, interact, and shop at the same time.

A broader impact is seen in changes in business strategy. Many SMEs and large companies are now using live streaming as the main channel to bring their products closer to consumers. If previously consumers took a long time to do research, now the process has been cut through live broadcasts. This shows that live streaming is not just a momentary trend, but part of the retail transformation towards a digital experience-based business model. Overall, an analysis of 15 studies shows that consumer expectations of transparency, interaction, and time efficiency play a major role in increasing buying interest. As a result, consumers are more easily encouraged to make a purchase decision immediately. Thus, live streaming has bridged the gap between purchase intent and purchase reality, while emphasizing the shift in people's shopping behavior in the digital era.

Conclusion

Live streaming has become a crucial part of creating a new revolution in marketing strategies for retail businesses in this digital age. With a combination of demonstrations, visualizations, and real-time interaction between retail businesses and consumers, consumer, live streaming has change part big behavior business in conveying product information and communicating with customers. Several platforms that offer live streaming features , such as TikTok, Shopee, and Instagram, have become highly influential channels for increasing brand awareness and accelerating the customer-making process. decision purchase, especially when the brand does promotional strategy exclusive, special discount live And demonstration product Which clear. Customer with level FOMO (Fear of missing out) which tall will tend do purchase in a way impulsive If offered with promo and attractive discounts. This is one reason why live streaming is an effective marketing strategy for increasing sales.

However, it cannot be denied that live streaming also has several challenges that are enough to make retail business players overwhelmed in handling it, such as platform competition. digital Which the more strict. The perpetrator business retail Good Which scale MSMEs and Which has become brand big flock For serve broadcast live as interesting as And as unique as Perhaps this is an effort to attract consumer interest in watching their broadcasts. In this regard, retail businesses must prepare well-thought-out content, choose the right broadcast platform, and employ professional hosts , or even collaborate with influencers to maximize their marketing impact and reach the brand's target audience .help host professional activity demonstration product and service Which offered will be easier for customers to understand. Meanwhile, by collaborating with influencers who already have influence big in niche Which The same with product Which offered by brand, makes customers tend to be more confident in making purchases of recommended products.

We know that the potential for live streaming is enormous, driven by the rapid growth of the digital world. Technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) will make live streaming more engaging and lifelike, reflecting the real-life situations of the products and services being offered. Beyond these technologies, the existence of big data also significantly supports the ease of marketing through live streaming. Personalization, for example, enables live streaming broadcasts given to audience Which relevant. Until monetization and use advertisement Which right on target so that the advertising budget can be cheaper.

Live streaming has had a significant impact on various aspects of marketing, such as the digitalization of retail businesses. Through *live streaming*, retail businesses are encouraged to reach out to consumer *on line* past digitalization Which it offers. With so, for perpetrator business can remain competitive in this digital era. Compared to traditional marketing techniques, *live streaming* tends to be more cost-effective yet effective, especially for products and services that require live demonstrations. Not only perpetrator business retail big However scale MSMEs Also own access Which The same in The use of *live streaming* in their product and service marketing strategies. MSMEs have the opportunity Which very wide For You're welcome fight And compete in market digital without need a large budget. This will encourage increased inclusive economic growth, thereby potentially contributing to national economic growth.

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