-RESEARCH ARTICLE-

EXPLORE FACTORS AFFECT CONSUMER'S LOYALTY AND CONTINUOUS WATCHING INTENTION ON LIVE E-COMMERCE PLATFORM: FROM SOCIO-TECHNICAL PERSPECTIVE

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─**Abstract**─

This research examines the interplay between social and technological factors that influence consumer loyalty and sustained viewing behaviour on live e-commerce platforms. Employing a systematic literature review (SLR) methodology aligned with the PRISMA protocol, the study consolidates findings from prior research to ascertain the principal elements driving consumer retention in the context of digital commerce. The review reveals that mechanisms fostering trust, the calibre of content, the perceived credibility of influencers, and the functional efficiency of platforms are pivotal in maintaining consumer engagement. Furthermore, social presence and interactive capabilities significantly enrich user experience, whereas technological ease of use underpins fluid transactions and enduring consumer loyalty. By integrating perspectives across various academic domains, the study advances the socio-technical discourse and provides a holistic perspective on consumer conduct within live e-commerce environments. The insights underscore the imperative for platforms to harmonise user engagement tactics with technological advancements to sustain a strategic edge. Future

investigations should adopt empirical methodologies to substantiate theoretical constructs and navigate the evolving complexities surrounding consumer loyalty and participatory behaviours in rapidly transforming digital marketplaces.

Keywords: Consumer Loyalty, Continuous Watching Intention, Live E-Commerce, Socio-Technical Perspective, and Online Shopping Behaviour

INTRODUCTION

Background of the Study

The swift rise of live e-commerce has significantly reshaped the digital retail landscape by introducing real-time interactions between buyers and sellers. Innovative platforms such as Taobao Live by Alibaba and TikTok Shop have been at the forefront of this evolution, utilising social connectivity and dynamic multimedia content to build consumer trust and support purchasing decisions. In contrast to conventional online shopping, live e-commerce cultivates immediacy, entertainment, and active engagement, thereby increasing consumer participation and fostering brand loyalty (Wu, 2024). Owing to intense market competition, firms are compelled to refine their strategies continually to ensure user retention and encourage repeated viewing behaviour. The importance of sustaining consumer engagement remains paramount, as audiences often migrate to alternative platforms in response to variations in content quality, technological advancements, or security concerns (Jia, 2024). Adopting a socio-technical perspective, scholars examine how users interact with both social and technological elements to interpret consumer behaviour patterns. Social dimensions, including communal involvement, trust-based relationships, and the credibility of influencers, are instrumental in shaping consumer-platform engagement. Simultaneously, platform effectiveness and technological robustness are critical in determining overall user satisfaction (Bastrygina & Lim, 2023). The retention of users within live e-commerce ecosystems is thus shaped by the synergy between technological excellence and socially oriented service, facilitating durable consumer relationships. For continued viability, platforms must remain attuned to shifting industry dynamics and evolving consumer expectations, as these factors underpin long-term growth and resilience in a highly competitive digital marketplace (Zhang et al., 2024).

Problem Statement

Platforms operating within the expanding realm of live e-commerce are required to address a range of challenges to maintain customer loyalty and ensure sustained user attention. A recurring trend among consumers is the tendency to shift between platforms, largely driven by dissatisfaction with fluctuating content quality, concerns regarding trust, and perceived risks associated with online transactions. A core difficulty

lies in the absence of standardised approaches for enhancing user engagement and fostering trust, resulting in inconsistent implementation of these critical strategies across the industry.

Research Objectives

1. To examine the influence of social and technological dimensions on fostering consumer loyalty within live e-commerce environments.
2. To analyse how elements such as consumer trust, engagement, and perceived value contribute to sustained viewing behaviour.
3. To investigate the impact of content quality, the credibility of influencers, and platform performance on consumer retention in live e-commerce settings.

Scope and Relevance

This investigation focuses on live e-commerce systems on a global scale, with particular attention to consumer engagement within the competitive markets of China, the United States, and Europe. Through the application of both qualitative and quantitative analytical methods, the study aims to generate a comprehensive understanding of user interactions on live e-commerce platforms. By integrating socio-technical perspectives, the research contributes novel insights to the existing body of knowledge concerning consumer loyalty and digital engagement. The findings will offer practical strategies for user retention, benefiting e-commerce platforms, digital marketing professionals, and corporate strategists. Moreover, the study's emphasis on consumer loyalty in relation to live-streaming marketing tools will support businesses in developing more effective engagement approaches, particularly as the utilisation of such marketing instruments continues to grow.

LITERATURE REVIEW

Overview of Previous Research

Over time, e-commerce has significantly transformed the digital shopping landscape by merging real-time interactivity with entertainment. Academic inquiries have explored various dimensions of consumer interest and commitment within this rapidly evolving technological domain. According to Min and Tan (2023), immersive shopping experiences characterised by flow states heighten user satisfaction and contribute to cultivating long-term platform loyalty. Wu and Huang (2023) further revealed that consumers often base their loyalty decisions on the perceived value derived from platform interactions. Socio-technical scholarship has yielded valuable insights into the interplay between social dynamics and technological frameworks in live e-commerce settings. For instance, Dai et al. (2024) demonstrated how consumer responses are shaped by a synergy of intuitive platform design, artificial intelligence, and time-sensitive functionalities. Investigations by Chang et al. (2024) and (Jia, 2024) delve into

the mechanisms of trust transfer, establishing that cognitive trust is built through perceived platform reliability, while emotional or affective trust arises from influencer credibility.

The significance of influencer impact and community-oriented content as major drivers of customer loyalty is underscored in Hu & Chaudhry (2020)'s work. Hu & Chaudhry (2020) also found that greater influencer credibility, social bonding, and interactive engagement amplify platform stickiness, leading to habitual content consumption. Findings by (Junaedi et al., 2022) suggest that both social media marketing effectiveness and customer satisfaction levels are key determinants of loyalty in e-commerce environments. Although previous research has identified numerous behavioural patterns contributing to shifts in consumer behaviour, further exploration is required to thoroughly understand how long-term user habits are developed. Much of the existing literature centres on purchase intention, often overlooking the dimension of continuous viewing behaviour, signalling a research gap regarding enduring consumer loyalty, as noted by (Wu & Huang, 2023). Furthermore, there remains a lack of comparative research addressing consumer engagement across regions beyond the dominant Asian markets, particularly China and Southeast Asia (Min & Tan, 2023). Advancing scholarly understanding of loyalty determinants in live e-commerce hinges on addressing these shortcomings. Live e-commerce platforms, such as Taobao Live, TikTok Shop, and Amazon Live, have rapidly redefined digital shopping by revolutionising market dynamics and consumer relationships. Empirical studies confirm that these platforms deliver enriched shopping experiences by integrating social and technological elements that reinforce consumer trust and influence purchasing behaviour (Min & Tan, 2023). Central to consumer loyalty in live e-commerce are interactive engagement, influencer reliability, and robust technological infrastructure, which collectively ensure enduring platform affiliation (Jia, 2024). Entertainment value, perceived usefulness, and convenience emerge as pivotal motivators that encourage sustained user loyalty (Wu & Huang, 2023). From a socio-technical standpoint, researchers have explored how trust in influencers, social peer interactions, AI-powered personalisation, and platform usability coalesce to strengthen consumer retention (Dai et al., 2024).

Key Theories and Concepts

Utilising the socio-technical perspective, the proposed model delineates the intricate interplay between technological systems and social influences that shape consumer behaviour in online live shopping contexts. Numerous theoretical frameworks and conceptual models have been developed to interpret consumer loyalty, sustained viewing interest, and engagement patterns within the dynamic landscape of digital entertainment. Socio-Technical Systems (STS) Theory offers considerable value to organisations by advocating for integrated system designs that harmonise human and

technological components. This theoretical approach illustrates how consumer engagement is shaped by the seamless integration of technological capabilities with social dynamics, such as influencer credibility and peer-based trust, particularly in live-streaming commerce platforms. (Chang et al., 2024) underscore that effectively configured socio-technical systems not only enhance consumer interaction but also foster loyalty through intuitive and engaging shopping environments.

Flow Theory provides further insight, suggesting that consumers form long-term loyalty and retention through highly immersive and engaging experiences. (Bilgihan et al., 2014) applied this framework to live e-commerce settings, revealing that consumers deeply involved in live-stream shopping experiences are more inclined to continue using the platform. Success, within this theoretical lens, is contingent upon the creation of dynamic, participatory environments that support repeated engagement and loyalty development. Consumer trust within live e-commerce is effectively interpreted through the Trust Transfer Theory. (Jia, 2024) identifies two primary dimensions of trust in this context: cognitive trust, which stems from the platform's security and reliability, and affective trust, influenced by the perceived authenticity and credibility of influencers. As reported by (Zhang et al., 2024), the trust fostered by influencers promotes platform reliance and recurrent purchasing behaviours. The theory affirms that sustained consumer-influencer relationships are grounded in credible content delivery and trustworthy interactions.

The study further employs the Uses and Gratifications Theory (UGT) (Katz et al., 1973) to analyse consumer engagement with live-streaming e-commerce. According to (Junaedi et al., 2022), users are drawn to these platforms to fulfil their needs for entertainment, information acquisition, and social connectivity, all of which contribute to sustained usage and loyalty. UGT offers a robust explanation for understanding consumer motivations and their continued preference for specific platforms in future live-stream events. Despite the robust theoretical underpinnings, scholarly inquiry into the long-term behavioural evolution of live-stream consumers remains relatively nascent. (Paul et al., 2024) advocate for future research that explores the longitudinal dynamics between consumers and platforms across diverse cultural settings. Addressing these research gaps within socio-technical frameworks could significantly improve their explanatory and predictive power concerning loyalty and sustained engagement in live commerce environments. STS theory continues to be a predominant framework for assessing the reciprocal influence of social interactions and technological systems within live e-commerce. (Chang et al., 2024) illustrate that the socio-technical approach enables a comprehensive understanding of how user behaviour emerges from the interplay between social connections and digital infrastructures. Integrating well-designed socio-technical components is shown to elevate user participation and strengthen platform loyalty, or "stickiness" (Hu et al., 2019). Trust-building mechanisms within live e-commerce are also illuminated by the Trust Transfer Theory,

which highlights how trust evolves from a combination of rational evaluation of platform functionality and emotional alignment with influencer identities (Chang et al., 2024). Moreover, the Stimulus-Organism-Response (SOR) framework is employed to investigate how real-time interaction and promotional stimuli embedded within streaming content evoke emotional reactions, thereby reinforcing purchase decisions and consumer loyalty (Hu et al., 2019).

Theoretical Framework

STS Theory underpins this research by illustrating how advancements in technology, combined with social interactions among users, shape consumer behaviour within live e-commerce platforms. This framework posits that both technological features—such as user-friendly interfaces, algorithmic recommendations, and functional design—and social elements—including influencer reliability, peer interaction, and interpersonal trust—jointly influence consumer loyalty and the intention to consistently engage with live content. Flow Theory further supports this perspective by emphasising that deeply immersive live-streaming experiences play a pivotal role in enhancing consumer involvement and driving sales outcomes for online retailers. When users encounter engaging, interactive, and enjoyable shopping experiences, they are more likely to become repeat viewers, thereby reinforcing their connection with the platform.

Literature Gap

Earlier studies examining loyalty dynamics in live e-commerce have predominantly employed quantitative approaches, yet they fall short in capturing the psychological and experiential dimensions of consumer behaviour through qualitative inquiry. Much of the existing literature focuses on statistical relationships and technological determinants, often overlooking the nuanced subjective and social factors that contribute to the formation of consumer loyalty. The complex interplay between trust and engagement remains insufficiently explored due to the absence of qualitative perspectives. This study addresses that gap by adopting a qualitative methodology aimed at enriching the understanding of consumer experiences and interactions within live-streaming e-commerce environments.

METHODOLOGY

Research Method and Design

This investigation employs the Systematic Literature Review (SLR) methodology to conduct an exhaustive evaluation of existing research concerning consumer loyalty and sustained viewing intentions on live e-commerce platforms. The application of SLR allows researchers to adopt a structured and replicable strategy for identifying and selecting pertinent academic publications. By adhering to a methodical framework, the approach enhances the quality and reliability of the synthesis, mitigating bias and

reinforcing the study's academic rigour (Snyder, 2019). The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework is utilised to uphold transparency and maintain methodological quality throughout the review process. PRISMA offers a consistent and standardised procedure for locating, screening, and selecting eligible sources, ultimately ensuring the inclusion of peer-reviewed and high-quality literature. Documenting the selection process in a systematic manner contributes to the robustness of the research design, thereby enhancing the overall credibility and transparency of the study.

Data Collection Method

Searching Techniques

Keywords

The research process is guided by the use of carefully selected keywords aligned with the study's objectives to identify relevant academic literature. Keywords such as "consumer loyalty", "live e-commerce platforms", "consumer trust and engagement", as well as "influencer credibility and platform functionality", were strategically combined to conduct a thorough and focused review of the scholarly material. These terms were employed to ensure the retrieval of literature directly pertinent to the core themes of the investigation.

Database

The study utilises reputable academic databases, ensuring the inclusion of only peer-reviewed scholarly works. Key sources include JSTOR, Web of Science (WOS), Google Scholar, and ResearchGate, along with several other platforms that provide interdisciplinary research relevant to the scope and objectives of this investigation.

Boolean Operators

Boolean operators were employed to refine and enhance the efficiency of the literature search process. The use of the AND operator, such as in "social AND technological factors", ensured the retrieval of sources containing both terms, thereby narrowing the focus. Conversely, the OR operator broadened the scope by incorporating related expressions like "value influence OR consumer trust", allowing for the inclusion of varied but relevant content. The NOT operator, as applied in "platform functionality NOT influencer credibility", was utilised to exclude unrelated material. This strategic combination of operators contributed to improved search precision and minimised the retrieval of non-relevant results.

Selection of Papers through PRISMA Framework

The selection of research articles followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure transparency and

methodological rigour. Initially, 50 articles were screened based on predefined inclusion and exclusion criteria. Each study's abstract and full text were reviewed multiple times to verify alignment with the research objectives. Ultimately, purposive sampling was employed to select 30 studies from an initial pool of 128, retaining only those that offered explicit, relevant, and comprehensive insights into the research topic. Themes are extracted based on six steps as mentioned in Table 1. This table outlines six steps of thematic analysis in which it insures a thorough interpretation of qualitative data with the research objectives. A visual illustration of the PRISMA process is presented in Figure 1.
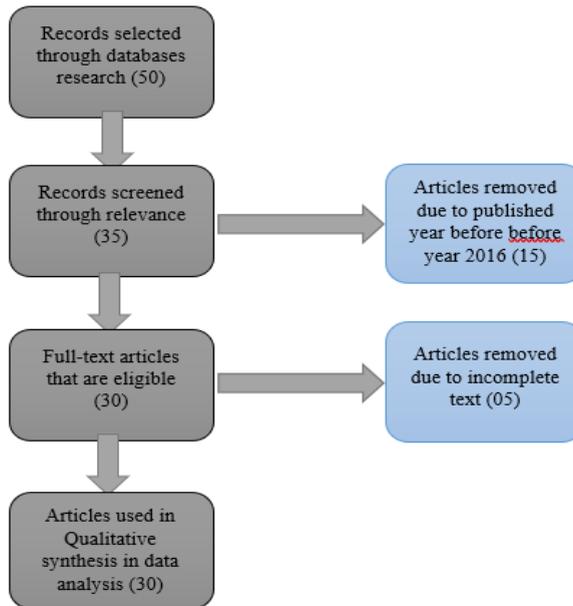
Figure 1: PRISMA Framework

Data Analysis Method

Table 1: Thematic Analysis Steps

Steps	Description
Familiarization	It involves a thorough examination through repeated readings of all the collected data.
Initial Codes	Initial codes are generated from the data by identifying and highlighting key points, concepts, and ideas that align with the research objectives.
Initial Themes	The identified codes are subsequently organised into categories to facilitate the development of broader thematic constructs.
Reviewing Themes	The themes are reviewed to ensure their alignment with the original research focus and objectives, avoiding any deviation from the intended scope.
Defining and Naming Themes	Themes are defined and named based on the context of the selected articles and the focus of the collected data.
Producing the Report	These themes are employed in the analysis and discussion of the data.

Ethical Considerations

The ethical framework for this research is structured to maintain its credibility and integrity. As the study primarily involves secondary data analysis, no direct data collection from human participants is undertaken, thereby minimising potential risks to individuals. To preserve academic integrity and avoid plagiarism, the research rigorously adheres to ethical guidelines, ensuring that all referenced sources are properly acknowledged. Furthermore, the criteria for selection and sampling are applied in a transparent manner, safeguarding the validity and reliability of the viewpoints included in the study.

Data Analysis

This part identifies key socio-technical factors influencing consumer loyalty and continuous watching intention on live e-commerce platforms. It examines three themes as mentioned in the table 2 to reveal patterns shaping user behaviour.

Table 2: Themes for the Data Analysis

Themes	Description
Social and Technological Drivers of Loyalty	Research on this topic examines how the interplay between social dynamics and technological variables on live e-commerce platforms contributes to customer loyalty. Users experience enhanced interactions due to the combined influence of social factors and technological elements, resulting in increased repeat usage.
Impact of Consumer Trust, Engagement, and Perceived Value	Consumer behaviour on live e-commerce platforms and their commitment duration is largely influenced by trust-building mechanisms, engaging strategies, and perceived value elements. The study explores how real-time interactions, transparency, and security measures encourage consumers to sustain long-term interest in these platforms
Role of Content Quality, Influencer Credibility, and Platform Functionality	This element highlights how high-quality content, coupled with trusted influencers and a seamless platform interface, fosters customer commitment. Live e-commerce platforms drive user engagement by providing reliable content, supported by the influence of trusted figures, which builds trust and encourages continued interaction with the platform.

Theme 1: Social and Technological Drivers of Customer Loyalty

This study explores the influence of social interactions and technological innovations on consumer commitment to live online shopping platforms. The below Table 3 further illustrates how customer loyalty emerges through a combination of social presence, trust, user engagement, and the functional effectiveness of the digital platform.

Table 3: SLR for Social and Technological Drivers of Customer Loyalty

Study	Objectives	Methodology	Data Analysis and Results	Conclusion
(Alhijawi & Douglass, 2017)	An investigation into the factors affecting satisfaction and e-loyalty within social-based e-commerce platforms.	An online survey with 95 valid responses.	Multiple factors, such as usefulness, usability, customer service, and customisation, positively impact customer satisfaction, which in turn enhances e-loyalty.	Consumer loyalty is strongly influenced by personalised service experience and the maintenance of high levels of customer service.
(Attar et al., 2023)	The study examines the impact of social presence and trust on customer loyalty within the food and beverage e-commerce sector.	A survey-based study using Structural Equation Modelling (PLS-SEM).	The interplay of trust and social presence significantly enhances customer loyalty, serving as an intervening factor between customer engagement and loyalty.	Establishing trust and social presence in social commerce environments fosters enhanced customer loyalty over extended periods.
(Alhulail et al., 2019)	This research seeks to explore how social presence and customer trust influence loyalty within online social shopping environments.	Researchers distributed an online questionnaire to Australian users involved in social commerce.	Social presence, combined with trust, has a significant positive impact on customer loyalty.	Enhanced social engagement, coupled with increased credibility, strengthens consumer trust, leading to higher retention.
(Yunita et al., 2018)	The study explores how e-commerce customers form attachments to online stores in connection with their engagement on social media platforms.	A survey was conducted with 257 registered members across various social media platforms, and the data were analysed using multiple linear regression.	Social media strengthens customer loyalty and repurchase intention, while having minimal impact on word-of-mouth marketing.	Strategies that integrate social media interaction should be employed to encourage repeat purchases and sustain ongoing customer engagement.

Theme 2: Impact of Consumer Trust, Engagement, and Perceived Value

Theme 2 investigates the role of trust formation, customer engagement, and perceived value in shaping consumer loyalty within e-commerce contexts. As described in table 4, the literature emphasises that both emotional (affective) and rational (cognitive) trust, along with positive user experiences and strong relational commitment, are key drivers of sustained consumer retention.

Table 4: SLR for the Impact of Consumer Trust, Engagement and Perceived Value

Study	Objectives	Methodology	Data Analysis and Results	Conclusion
(Foroutan et al., 2022)	To explore the role of cognitive and affective trust in shaping customer behaviour in e-commerce.	Qualitative research based on in-depth interviews with e-commerce consumers.	Cognitive trust is influenced by website quality, while affective trust is shaped by security policies and shared values, both contributing to customer satisfaction and loyalty.	Businesses should focus on enhancing both cognitive and affective trust through secure transactions and user-friendly website design.
(Haque & Mazumder, 2020)	To examine how trust influences customer loyalty in online shopping environments.	Qualitative study using thematic analysis of consumer interviews.	Trust serves as a key mediator, strengthening customer loyalty by boosting confidence in online shopping experiences.	Implementing trust-building measures, such as transparent policies and reliable customer service, promotes long-term consumer loyalty.
Study	Objectives	Methodology	Data Analysis and Results	Conclusion
(Cui et al., 2020)	To investigate the role of trust and commitment in the adoption of cross-border mobile commerce.	Qualitative case study analysing cross-border e-commerce transactions.	Consumer trust significantly influences shopping behaviour, yet relational commitment has a greater impact on long-term loyalty.	Strengthening relational commitment through trust-building strategies can enhance customer retention in cross-border e-commerce.
(Jeffany et al., 2021)	To analyse how customer experience and perception affect loyalty in online shopping.	Qualitative research using focus groups with online shoppers.	Positive customer experiences and emotional delight significantly enhance customer loyalty.	Creating engaging and enjoyable shopping experiences fosters consumer satisfaction and long-term loyalty.

Theme 3: Role of Content Quality, Influencer Credibility, and Platform Functionality

Theme 3 investigates the role of high-quality content, credible influencers, and well-designed platform features that contribute to consumer loyalty on live e-commerce platforms. The below table 5 further highlights that engaging content, aligned brand messaging, and seamless user experiences enhance trust and long-term engagement.

Table 5: SLR for Role of Content Quality, Influencer Credibility, and Platform Functionality

Study	Objectives	Methodology	Data Analysis and Results	Conclusion
(Gubatova, 2020)	To examine the influence of social media content on brand loyalty among Generation Y consumers in Southeast Europe.	Qualitative research based on in-depth interviews with luxury fashion consumers.	Social media engagement and content relevance play a pivotal role in sustaining brand loyalty, particularly during economic downturns.	Brands should invest in high-quality, engaging content that resonates with their target audience, especially during economic crises.
(Gan, 2024)	To assess the effectiveness of influencers in fostering consumer loyalty.	Qualitative study using content analysis of influencer campaigns and consumer perceptions.	Influencer credibility, authenticity, and alignment with brand values significantly enhance consumer trust and loyalty.	Selecting credible influencers who align with brand identity is crucial for strengthening customer retention.
(Cai, 2024)	To explore how social media marketing activities influence brand loyalty through brand interaction and consumer engagement.	Qualitative study using web data scraping and interviews.	Social media engagement significantly boosts brand cognition, relationships, and overall loyalty.	Companies should prioritise interactive social media experiences to enhance customer loyalty.
(Kim, 2021)	To investigate how platform quality impacts content provider loyalty on online platforms.	Qualitative survey with 222 platform users.	User interface, platform events, and customer service quality substantially affect content provider loyalty.	Prioritising high-quality platform services and user experience is essential for ensuring long-term content provider engagement.

DISCUSSION

Social and Technological Drivers of Customer Loyalty

The analysis of SLR studies examining the social and technological factors influencing customer loyalty reveals that shaping consumer loyalty in live e-commerce is widely acknowledged, with trust, social presence, platform usability, and engagement identified as pivotal elements. (Alhijawi & Douglass, 2017) demonstrated that platform usability, customisation, and responsiveness are key drivers of e-loyalty, which aligns with the findings of (Yunita et al., 2018), who argued that an intuitive user interface enhances consumer engagement and retention. These results are consistent with (Min & Tan, 2023), who highlight that AI-driven interactive methods help sustain user focus. Seamless transactions are also seen as a critical factor for loyalty, as noted by (Hu et al., 2019); however, the current study examines how personalised user experiences foster consumer loyalty. (Attar et al., 2023) confirmed that trust, in conjunction with social presence, drives customer commitment, aligning with (Alhulail et al., 2019), who discussed how peer recommendations and community interactions promote consumer retention. Research by (Dai et al., 2024) supports this, indicating that users are more likely to engage long-term when they trust the platform through social connections. Wu and (Wu & Huang, 2023) further emphasised that trust in social engagement, alongside secure payment mechanisms, is crucial for building trust.

(Yunita et al., 2018) confirmed that social media engagement enhances customer loyalty, a view echoed by (Duan et al., 2023), who agreed that peer recommendations and trustworthy influencers significantly influence online businesses. Platform loyalty is strengthened when consumers trust influencers, as highlighted by (Hu & Chaudhry, 2020). Extending this idea, (Attar et al., 2023) demonstrated that in the context of online streaming, these interactions contribute to trust-building perceptions among customers. In summary, these studies offer valuable insights into the existing literature on live e-commerce, reinforcing that consumer loyalty in this domain is shaped by both technological usability and social engagement.

Theoretical Implications

The findings align with the STS Theory, demonstrating that the interplay between social interaction and technological usability significantly enhances consumer loyalty. Trust Transfer Theory further affirms that trust cultivated through credible influencers fosters long-term user engagement. Immersive and engaging platform experiences encourage repeated use, thereby reinforcing customer loyalty. Notably, the SOR Model underscores the impact of real-time interaction and personalised content in increasing user responsiveness, highlighting the crucial role of both social and technological components in shaping consumer behaviour within live e-commerce environments.

Impact of Consumer Trust, Engagement, and Perceived Value

The relationship between consumer trust, engagement, and perceived value in live e-commerce platforms has been explored by various researchers in the context of loyalty. (Foroutan et al., 2022) distinguish between cognitive and affective trust, with website quality influencing cognitive trust and security policies and shared values contributing to affective trust. (Wu & Huang, 2023) concur, asserting that perceived value and security mechanisms are crucial in fostering consumer trust, as highlighted in existing studies. According to (Haque & Mazumder, 2020), customer loyalty acts as a vital mediator between consumer trust and e-commerce, with a high level of trust in online purchases encouraging long-term consumer engagement. (Jia, 2024) and (Chang et al., 2024) conclude that the credibility of influencers, along with platform reliability, plays a significant role in building consumer trust, which in turn fosters loyalty. However, (Jia, 2024) emphasises that the essential trust mechanisms driven by influencers, such as transparency in policies and dependable customer service, are critical.

(Cui et al., 2020) expand the understanding of mobile commerce adoption across borders by investigating key factors of relational commitment. Their research demonstrates that trust influences shopping behaviour, while relational commitment leads to more positive outcomes for long-term customer loyalty. This builds upon the findings of (Hu et al., 2019), who identified trust as the primary factor influencing e-commerce retention. (Cui et al., 2020) further establish that customer retention is also driven by relational bonds, in addition to trust. (Jeffany et al., 2021) investigate the role of customer experience and emotional satisfaction in loyalty, arguing that a positive and engaging shopping environment is crucial for sustaining consumer retention. Their findings support those of (Min & Tan, 2023), who state that an immersive shopping experience with flow mechanisms leads to platform loyalty. According to (Min & Tan, 2023), technological immersion is a key component of e-commerce loyalty, while (Jeffany et al., 2021) emphasise emotional satisfaction and sensory engagement. In conclusion, these studies highlight that consumer loyalty in live e-commerce is influenced by several factors, including trust, engagement, and perceived value.

Theoretical Implications

The results are consistent with the Commitment-Trust Theory, which highlights how trust and relational commitment serve as key antecedents of consumer loyalty in e-commerce. According to Social Exchange Theory, perceived value and active customer engagement contribute to the development of enduring consumer relationships. The SOR Model further supports the notion that enjoyable shopping experiences and emotional satisfaction significantly enhance long-term loyalty. Additionally, Flow Theory offers insight into how immersive e-commerce interactions foster greater customer commitment, illustrating the interconnected roles of perceived value, trust, and commitment in the formation of loyalty.

Role of Content Quality, Influencer Credibility, and Platform Functionality

The literature extensively examines the roles of content quality, influencer credibility, and platform functionality in fostering consumer loyalty within live e-commerce. (Gubatova, 2020) investigated how social media content contributes to brand loyalty, suggesting that engaging and contextually relevant content is particularly effective in retaining consumers, especially during periods of economic hardship. This aligns with findings by (Wu & Huang, 2023), who argue that high-quality, interactive content not only builds trust but also leads to enhanced consumer retention. (Gan, 2024) found that influencer marketing significantly boosts consumer loyalty, provided that the influencer is perceived as credible, authentic, and aligned with the brand. This builds upon earlier research by (Chang et al., 2024) and (Jia, 2024), who emphasised the role of influencers in establishing trust between consumers and brands, which, in turn, strengthens consumer retention. However, while (Jia, 2024) focuses on the transactional aspects of influencer marketing, (Gan, 2024) highlights the importance of long-term relational trust, cultivated through sustainable authenticity, as opposed to short-term promotional strategies.

(Cai, 2024) argues that brand engagement via social platforms fosters brand recognition and contributes to the development of enduring brand-consumer relationships. This view is supported by the findings of (Junaedi et al., 2022) and (Duan et al., 2023), who highlighted that peer recommendations and social media marketing play crucial roles in building consumer trust and engagement. Whereas (Junaedi et al., 2022) explored social media's role in driving purchase decisions, (Cai, 2024) asserts that engagement goes beyond immediate transactions, contributing significantly to the long-term development of brand loyalty. In relation to platform functionality and its effect on content provider loyalty, (Kim, 2021) concluded that factors such as platform usability, interface design, and customer service quality are pivotal to maintaining loyalty among content providers. This finding complements the work of (Min & Tan, 2023), who underscored the importance of immersive platform experiences in promoting consumer retention. Together, these studies reinforce the idea that content quality, influencer credibility, and the functionality of the platform used for engagement collectively influence consumer loyalty in live e-commerce environments.

Theoretical Implications

The findings align with the Uses and Gratifications Theory, highlighting how consumers seek value in the quality of content and the functionality of platforms to satisfy their engagement needs. Engaging content fosters brand loyalty, particularly during economic downturns. Interactive brand engagement cultivates long-term consumer relationships, while both platform usability and seamless navigation are key drivers of consumer retention. These insights collectively reinforce the notion that content engagement and platform functionality are critical in ensuring consumer loyalty

within live e-commerce environments.

CONCLUSION

This paper employs a socio-technical analysis to examine the factors influencing consumer loyalty and continued engagement on live e-commerce platforms. It identifies three key factors: (1) Social and technological drivers of loyalty, (2) The role of consumer trust, engagement, and perceived value, and (3) The influence of content quality, influencer credibility, and platform functionality. The findings show that trust-building mechanisms, social media engagement, platform usability, and influencer credibility collectively impact consumer loyalty. Theoretical frameworks, such as STS, Commitment-Trust Theory (CTT), and Flow Theory (FT), offer valuable insights into how consumers interact with and remain engaged on these platforms.

LIMITATIONS AND FUTURE DIRECTIONS

Despite significant progress in live e-commerce, several challenges persist. Maintaining high content quality and influencer credibility is difficult, as inconsistent or misleading promotions can undermine consumer trust. Additionally, consumer behaviour is rapidly evolving in response to trends and technological innovations. Enhancing platform functionality and usability requires substantial financial and technical investment, which poses a challenge for smaller e-commerce platforms to compete effectively.

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