

Generative Artificial Intelligence and Linguistic Design in Ecommerce Live Streaming Scripts

Wen Yucheng*

China Life Insurance Co., Ltd. Huizhou Branch;

*corresponding author

Abstract: *The expansion of live-streaming commerce has made the sales script a programmable interface among platforms, hosts, products, and consumers. At the same time, generative artificial intelligence has altered how script materials are produced, tested, revised, and deployed during a broadcast. This study examines the joint design of generative AI and strategic linguistic elements in ecommerce live-streaming scripts, with attention to persuasive discourse, pragmatic markers, speech acts, emotional resonance, and real-time interaction. It defines an AI-integrated script as a modular discourse system in which language models assist with audience profiling, product-claim organization, response generation, and adaptive sequencing, while human hosts retain responsibility for factual accuracy, brand voice, and situational judgment. A comparative framework is used to distinguish conventional scripts from AI-linguistic scripts and to classify three current design modes: efficiency-oriented generation, data-responsive optimization, and human-AI collaborative orchestration. The analysis identifies recurrent constraints involving weak data grounding, formulaic language, pragmatic mismatch, unstable emotional expression, insufficient platform coordination, and underdeveloped governance. In response, the paper proposes a systematic path built around structured product knowledge, function-based linguistic modules, audience-sensitive generation, host-centered rehearsal, controlled experimentation, and risk-graded review. The proposed approach treats conversion and engagement as related but non-identical outcomes. Conversion depends on clear value claims, credible evidence, manageable choice architecture, and appropriately timed calls to action; engagement depends on turn-taking cues, recognition of audience contributions, affective pacing, and continuity across interaction episodes. The paper argues that script innovation should not be reduced to automated text production. Its effective unit is a monitored communication process that links commercial objectives, linguistic form, consumer response, and platform feedback. This perspective provides a basis for designing scripts that are adaptable, measurable, and accountable without weakening the interpersonal character of live commerce.*

Keywords: live-streaming commerce; generative artificial intelligence; algorithmic copywriting; persuasive discourse; linguistic pragmatics; consumer engagement; conversion

1. Research Introduction

Live-streaming commerce combines retail presentation, entertainment, interpersonal interaction, and transaction support within a synchronized media setting^{[10][11]}. The host must introduce product attributes, answer questions, manage tempo, maintain attention, and prompt purchase under conditions of limited preparation and rapidly changing audience response. Scripts therefore operate as more than spoken advertisements. They coordinate claims, demonstrations, interaction cues, temporal scarcity, price explanation, objection handling, and closing language. Generative AI can accelerate the production of these materials by converting product records, campaign rules, and audience data into alternative utterances^[4]. Yet speed alone does not improve commercial communication. A usable script must preserve

factual boundaries, distinguish evidence from evaluation, align its speech acts with the stage of the session, and leave room for the host to respond to viewers. Linguistic design supplies this missing functional layer. Persuasive framing, pragmatic markers, deixis, stance, politeness, repetition, rhetorical questions, narrative compression, and affective wording can influence how viewers interpret relevance, credibility, urgency, and social proximity. Their effect depends on product type, audience knowledge, host identity, platform convention, and the timing of delivery.

The research value of this topic lies in the gap between automated copy generation and situated selling discourse. Studies of digital marketing often evaluate message personalization, recommendation systems, or consumer response, while applied linguistic work examines persuasion, interaction, and stance at the level of discourse. Research on live commerce increasingly addresses social presence, parasocial interaction, trust, and purchase intention, but script production is frequently treated as a fixed input or an informal host skill. This separation obscures the mechanism through which an AI-produced expression enters a live exchange and acquires pragmatic force. A claim such as “only a few remain” may function as inventory information, urgency framing, or deceptive pressure depending on its factual basis and placement^[1]. Likewise, an emotional narrative can support product comprehension or distract from material limitations. Integrating marketing analysis with linguistic pragmatics permits closer examination of these differences and supports script evaluation beyond surface fluency.

This paper adopts literature synthesis, functional comparison, and conceptual deduction. It follows the sequence of concept definition, design logic, practice review, mode comparison, problem diagnosis, path construction, and future analysis. The aim is to specify how generative AI and linguistic resources can be organized as a controlled script system for consumer conversion and engagement.

2. Core Connotations Design Logic and Research Status Quo

2.1 Core Concepts and Design Characteristics

An ecommerce live-streaming script is a planned but revisable set of verbal and multimodal instructions used to organize product presentation and audience interaction during a commercial broadcast. It includes spoken lines, demonstration prompts, response options, timing notes, evidence cues, compliance reminders, and transitions between selling stages. An AI-integrated script uses generative models to produce or revise these components from structured inputs such as product specifications, approved claims, campaign conditions, viewer questions, historical interaction records, and brand-language constraints. The term does not imply autonomous broadcasting. It describes a division of labor in which models propose, retrieve, classify, summarize, or sequence discourse units and human operators approve their use. Strategic linguistic elements are recurrent forms chosen for a communicative function. They include assertive, directive, commissive, and expressive speech acts; discourse markers that signal contrast or consequence; person deixis that positions host and audience; mitigation that reduces imposition; evidential language that marks sources^{[3][8]}; and affective expressions that support involvement.

Compared with conventional scripts, AI-integrated scripts have four design characteristics. Their first feature is modularity: openings, product claims, demonstrations, comparisons, objection responses, calls to action, and retention prompts can be stored and recombined by function. The second is conditionality. Alternative lines may be triggered by audience segment, inventory status, comment topic, session stage, or observed drop-off. The third is linguistic annotation. Script units can be tagged for speech act, pragmatic force, emotional valence, degree of certainty, politeness, and regulatory sensitivity, allowing selection to reflect more than keyword similarity. The fourth is continuous revision. Post-session measures such as click-through, add-to-cart behavior, completed orders, comment quality, and return rates can be associated with specific script units. These features make the script an operational record of communication

decisions rather than a single linear text.

2.2 Script Innovation Logic under Generative AI

Generative AI and linguistic strategy form a reciprocal design relation. Model-based generation expands the number of candidate expressions, enables rapid adaptation across products, and supports near-real-time responses to recurrent questions^[4]. Linguistic analysis supplies constraints that make those candidates suitable for situated interaction. Product information is first converted into a claim-evidence structure; campaign objectives are then expressed as discourse functions; finally, the model produces variants whose pragmatic force, tone, and risk can be reviewed. Feedback travels in the opposite direction. Audience comments reveal lexical preferences, knowledge gaps, resistance, and emotional orientation, while behavioral data indicate where attention or purchase progression changes. These signals can inform later prompts and module selection. The resulting loop links commercial intent, communicative act, observable response, and controlled revision. It also separates personalization from manipulation by requiring each adaptive choice to remain within approved factual and ethical boundaries^{[2][7]}.

2.3 Review of Domestic and Foreign Research and Practice

International research relevant to AI-assisted live-commerce scripting is distributed across interactive marketing, computational advertising, dialogue systems, natural language generation, and consumer psychology. Work on personalized messages shows that relevance and timing affect response, but excessive personalization may produce privacy concerns or perceptions of surveillance^[2]. Research on conversational agents indicates that linguistic alignment, response contingency, and disclosure of machine involvement can shape trust^[6]. Studies of influencer communication examine social presence, source credibility, parasocial relations, and authenticity^[9]. Applied linguistic studies contribute accounts of stance, evaluation, politeness, turn management, and persuasive speech acts. Industry practice increasingly uses language models for product-description drafting, multilingual adaptation, comment summarization, and variant testing. These strands establish useful components, although they rarely treat the live-selling script as a single governed system connecting pre-event preparation, in-session adaptation, and post-event evaluation.

Research and practice in major live-commerce markets concentrate on host discourse, platform affordances, consumer trust, purchase intention, and the use of digital humans. Script innovation is often described through cases of automated copywriting, intelligent customer service, or traffic conversion. Three limitations remain. Linguistic categories are commonly reduced to sentiment or word frequency, leaving pragmatic function under-specified. Performance assessment tends to privilege short-term sales and interaction counts without examining complaint rates, refunds, message comprehension, or the durability of trust. Human participation is acknowledged but rarely translated into explicit approval rights, escalation rules, or rehearsal procedures. A combined marketing-linguistic framework is therefore needed to explain what the model generates, what the utterance does in context, how the consumer responds, and who remains accountable for the final communication.

3. Multidimensional Comparative Analysis of Live Streaming Script Design

To clarify the operational differences among script systems, this paper presents two comparative tables. The first contrasts conventional host-centered scripting with AI-linguistic collaborative scripting across design logic, structure, capability, interaction, data use, evaluation, and adaptation. The second compares three implementation modes according to their content, advantages, limitations, and suitable organizational conditions.

3.1 Comparison between Conventional Scripts and AI Linguistic Collaborative Scripts

Conventional scripts provide stability and are easy to review before a broadcast, but their linear form responds slowly to audience variation and unexpected questions. AI-linguistic scripts use approved knowledge and function-tagged modules to generate alternatives during preparation or delivery. Their value lies in controlled responsiveness: factual content remains bounded while expression, sequencing, and interpersonal stance can change with the interaction. This design also creates new requirements for data preparation, latency control, host training, and auditability.

Table 1 Comparison between Conventional Scripts and AI Linguistic Collaborative Scripts

Comparison Dimension	Conventional Live Streaming Script	AI Linguistic Collaborative Script
Design Logic	Written as a fixed sequence around products and promotions; revisions depend mainly on individual experience.	Built from approved knowledge and function-tagged modules; alternatives are selected according to session context.
Structural Characteristics	Linear opening, presentation, promotion, and closing sections with limited branching.	Modular and conditional structure covering claims, evidence, interaction, objections, and risk prompts.
Core Capability Requirements	Copywriting, product familiarity, host delivery, and manual coordination.	Product-data modeling, prompt design, linguistic annotation, host judgment, monitoring, and audit.
Persuasive and Pragmatic Design	Relies on habitual phrases and the host's tacit knowledge of audience response.	Specifies speech act, stance, politeness, evidential status, emotion, and intended audience response.
Audience Interaction	Questions are handled through improvised replies or prepared frequently asked questions.	Comments are classified by communicative need and matched with reviewed response candidates.
Assessment and Evaluation	Uses aggregate sales and engagement indicators, with limited attribution to script units.	Links versioned script units to immediate and delayed outcomes under controlled comparison where feasible.
Development Adaptability	Stable and easy to approve but costly to revise across products, languages, and audience states.	Adaptable across contexts, but dependent on governed data, latency control, human approval, and model oversight.

3.2 Comparison of Mainstream AI Script Design Modes

Organizations differ in data maturity, product complexity, host experience, and tolerance for automated intervention. Three modes are common. Efficiency-oriented generation uses AI mainly before the event. Data-responsive optimization connects script variants with audience and performance signals. Human-AI collaborative orchestration supports in-session recommendations under host control. These modes are not fixed stages, but they imply different costs, governance demands, and communication capabilities.

Table 2 Comparison of Mainstream AI Live Streaming Script Design Modes

Design Mode	Core Design Content	Main Advantages	Existing Limitations	Suitable Organizational Conditions
Efficiency Oriented Generation	Uses AI before the event to draft openings, product explanations, transitions, and calls to action from approved briefs.	Reduces drafting time; supplies multiple expressions; supports routine multilingual preparation.	Limited real-time adaptation; output may remain generic; manual fact checking is substantial.	Small and medium sellers with standardized products, stable campaigns, and limited data infrastructure.
Data Responsive Optimization	Connects script variants with audience segments, interaction records, and conversion stages; revises modules after each session.	Improves relevance and supports disciplined variant testing and post-event learning.	Attribution is difficult; data quality and privacy controls strongly affect performance.	Organizations with reliable analytics, recurring sessions, and staff capable of experiment design.
Human AI Collaborative Orchestration	Provides real-time comment classification, response options, pacing prompts, and evidence retrieval under host and moderator control.	Supports situational response while preserving human delivery and exception handling.	Higher technical cost, latency risk, cognitive load, and stronger governance requirements.	Large operators or platforms with structured knowledge, trained teams, compliance review, and monitoring systems.

4. Practical Dilemmas and Causes of AI Integrated Script Innovation

4.1 Fragmented Product Data and Weak Claim Grounding

Many script-generation systems begin with unstructured product pages, seller notes, previous transcripts, and

campaign briefs that contain duplication, outdated prices, inconsistent specifications, and unsupported promotional language. A language model can reproduce these defects in fluent form, making them harder for hosts and viewers to detect^[5]. The problem is especially serious for health, beauty, food, finance-related, and high-value products, where an apparently minor wording change may alter the scope of a claim. Retrieval alone does not solve the issue when the source repository lacks version control or a distinction among verified facts, seller interpretations, and prohibited expressions. Script teams also tend to store product knowledge separately from campaign rules and after-sales conditions. As a result, the generated utterance may be accurate at the sentence level but misleading within the transaction. Weak grounding is therefore a data-governance and claim-modeling problem before it is a generation problem.

4.2 Formulaic Persuasion and Insufficient Pragmatic Adaptation

AI-generated sales language often converges on reusable patterns: exaggerated evaluation, repeated urgency, generic intimacy, rhetorical questions, and direct imperatives^{[1][4]}. Such wording can increase verbal intensity while reducing informational value. Pragmatic mismatch occurs when a line is grammatically acceptable but unsuitable for the audience relationship or interaction stage. A forceful directive may be tolerated during a short discount window yet appear intrusive when a viewer is seeking basic clarification. Familiar address terms may support social proximity in one community and sound presumptuous in another^[3]. Models trained to maximize engagement proxies can overproduce markers associated with excitement even when the product category requires deliberation and evidence. Prompt instructions such as “sound natural” or “be persuasive” do not specify the speech act, degree of imposition, evidential status, or expected response. The absence of function-level annotation limits adaptation and encourages stylistic imitation.

4.3 Unstable Emotional Resonance and Credibility Tension

Emotional resonance in live commerce emerges from the fit among language, voice, facial expression, product demonstration, and the unfolding audience exchange^{[9][11]}. Text generation controls only part of this configuration. Scripts may insert empathy, enthusiasm, or personal narrative without evidence that the host can deliver it credibly^{[7][9]}. Repeated affective intensifiers can also conflict with precise product explanation, while highly polished stories may be interpreted as manufactured sincerity. Tension increases when AI recommends emotionally charged responses to comments about price anxiety, body image, family care, or social status. These topics may produce short-term attention but carry reputational and consumer-protection risks. Current systems seldom distinguish emotional acknowledgement from emotional pressure, or relational maintenance from purchase inducement. Without such distinctions, emotional language is evaluated by immediate reactions rather than by its appropriateness, truthfulness, and effect on later satisfaction.

4.4 Narrow Performance Evaluation and Weak Causal Attribution

Script performance is commonly assessed through gross merchandise value, click-through rate, concurrent viewers, likes, comment volume, and conversion rate^{[10][11]}. These indicators combine the effects of price, product demand, host popularity, traffic allocation, visual presentation, promotion, and language. Assigning a sales increase to a phrase or an AI model without controlling these factors produces weak inference. Engagement counts also conceal qualitative differences: a comment may express interest, confusion, complaint, or resistance. Short observation windows exclude cancellations, refunds, negative reviews, and repeated purchase. At the script-unit level, teams often lack identifiers linking a delivered utterance to its planned version, time stamp, audience state, and subsequent behavior. This prevents disciplined experimentation and encourages retrospective explanations. Better evaluation requires outcome hierarchies, comparison conditions, and safeguards against optimizing a single proxy at the expense of consumer understanding or trust.

4.5 Incomplete Human AI Coordination and Governance

The practical division of labor among model, scriptwriter, host, moderator, compliance reviewer, and platform operator is frequently undefined. Suggestions may reach the host through a prompt panel, an earpiece, or moderator messages, yet teams lack rules for priority, interruption, rejection, and escalation. High recommendation frequency increases cognitive load and can disrupt turn-taking. Low frequency makes the system irrelevant during rapid exchanges. Responsibility is also blurred when an inaccurate claim originates in a product file, is reformulated by a model, approved by a moderator, and spoken by a host^[7]. Data collected from comments and user profiles introduce consent, retention, and discrimination concerns, particularly when used for fine-grained emotional targeting. Governance documents often address prohibited words but not inference boundaries, model updates, incident review, or the preservation of a traceable script history. Sustainable use requires organizational controls as well as technical filters.

5. Systematic Innovation Path for AI Integrated Live Streaming Scripts

5.1 Construct Structured Knowledge and Claim Control

Script innovation should begin with a structured product and campaign knowledge base. Each item should separate objective attributes, test results, usage conditions, price rules, inventory status, service commitments, comparative claims, and restricted expressions. Every claim requires a source, validity period, applicable market, and approval status. Retrieval prompts should expose these fields to the model and instruct it to abstain when support is missing^[5]. Product facts can then be mapped to communicative functions: attribute explanation, benefit interpretation, demonstration, comparison, objection response, and transaction guidance. A controlled lexicon should distinguish mandatory legal wording from adjustable brand language. Version identifiers need to follow each generated unit so that corrections can be propagated before and during a session. This foundation limits hallucinated details and allows reviewers to assess the relation between an utterance and its evidence rather than judging fluency alone.

5.2 Build Function Based Linguistic Modules

A modular script library should be organized by discourse function and interaction stage. Opening modules establish relevance without unsupported familiarity; explanatory modules connect attributes with use conditions; evidential modules identify the basis and limits of a claim; engagement modules invite specific responses; objection modules acknowledge concerns before offering information; closing modules present choices and calls to action without obscuring conditions. Each module can be annotated for speech act, pragmatic force, stance, emotional valence, politeness, certainty, sentence length, and expected audience response^{[3][8]}. Model prompts should request these properties explicitly and prevent incompatible combinations, such as high certainty with weak evidence or intense urgency during complaint handling. Variant generation can then alter wording while preserving function. This approach also supports multilingual adaptation because translators and models can reproduce the intended act and interpersonal relation instead of substituting words mechanically.

5.3 Establish Audience Sensitive Generation and Interaction Control

Audience sensitivity should rely on transparent contextual signals rather than intrusive profiling.^{[2][7]} Useful inputs include session stage, aggregated question themes, product familiarity inferred from the current exchange, language preference, and voluntarily supplied needs. The system can classify incoming comments into requests for facts, comparisons, reassurance, procedural help, social acknowledgement, or complaint response. It should then recommend a

suitable module and a limited set of candidate lines. Confidence thresholds can determine whether a response is offered automatically to the moderator, held for review, or referred to a specialist. Interaction control also requires pacing rules. The model should not answer every comment or insert repeated purchase prompts when the host is explaining safety, limitations, or after-sales terms. Diversity constraints can reduce lexical repetition, while memory of recently used units can preserve local coherence. These mechanisms support responsiveness without turning the broadcast into a sequence of disconnected generated fragments^{[10][11]}.

5.4 Implement Host Centered Collaboration and Controlled Experimentation

The host should remain the final speaker and situational decision maker^{[6][7]}. Before a broadcast, scriptwriters and hosts can review model-generated variants, mark preferred formulations, test pronunciation, and identify lines that conflict with personal delivery style. During the session, the interface should present short recommendations with their function, evidence source, and urgency level rather than long paragraphs. Moderators can filter low-confidence or sensitive suggestions. Rehearsal data may be used to adapt sentence length and vocabulary to the host, but imitation of personal stories should be prohibited unless the host supplies and approves them. Evaluation should proceed through controlled variant testing with stable product, price, time slot, and traffic conditions where feasible. Script-unit identifiers can connect exposure with immediate behavior and later outcomes. Human review of comments and complaints remains necessary to interpret why a variant performed differently and to prevent causal claims based only on correlation.

5.5 Develop Risk Graded Evaluation and Accountability

A risk-graded system should combine commercial, linguistic, consumer, and operational indicators. Low-risk modules, such as neutral transitions, may require periodic sampling; product claims, comparative statements, scarcity cues, and responses involving health or finance require stricter approval. Evaluation should include comprehension, claim accuracy, response relevance, interaction quality, add-to-cart progression, completed conversion, cancellation, refund, complaint, and repeat purchase. Fairness checks are needed when audience segmentation changes offers or persuasive intensity. Logs should record the source knowledge, prompt version, model version, generated candidate, approval action, delivered wording, and relevant session context. Incident procedures must define who can suspend generation, correct a spoken error, notify consumers, and revise the knowledge base. These controls make accountability observable and allow AI use to expand only where evidence shows acceptable performance.

6. Conclusion and Prospect

6.1 Research Conclusion

Generative AI changes ecommerce live-streaming scripts by making language production faster, more variable, and more responsive to interaction data. Its commercial value, however, depends on linguistic and organizational design. The analysis shows that persuasive discourse, pragmatic markers, speech acts, evidential stance, and emotional wording influence conversion and engagement through different mechanisms. Clear claims and demonstrations support evaluation; interpersonal markers and responsive turns support participation; calls to action guide transaction behavior; emotional expressions can strengthen attention but may weaken credibility when they exceed the host's delivery or the evidence available. Conventional scripts offer reviewability but limited responsiveness, whereas AI-linguistic scripts permit conditional adaptation at the cost of higher data, coordination, and governance demands. The main obstacles are fragmented knowledge, formulaic persuasion, pragmatic mismatch, unstable emotional expression, narrow performance measures, and unclear responsibility. A systematic solution requires structured claim control, function-based modules,

audience-sensitive selection, host-centered approval, controlled experiments, and risk-graded evaluation. Script innovation should therefore be assessed as a communication process connecting model output, contextual use, consumer interpretation, and accountable commercial action.

6.2 Development Prospect

Future development is likely to extend across four directions. Multimodal script systems will coordinate spoken language with product images, demonstrations, captions, gesture, prosody, and screen layout, requiring models to reason about when verbal explanation is redundant or necessary. Real-time interaction models will move from keyword-triggered replies toward discourse-state tracking that represents unresolved questions, audience sentiment, prior claims, and the stage of purchase consideration. Evaluation will place greater weight on long-term consumer outcomes, including comprehension, satisfaction, returns, repeated purchase, and trust, rather than treating immediate conversion as the sole objective. Governance will become more explicit as platforms and sellers define disclosure, data-use limits, audit records, and responsibility for generated claims. Research should also examine cross-linguistic transfer. Pragmatic markers, address forms, humor, politeness, and emotional display cannot be transferred reliably through literal translation, particularly across regional varieties and culturally specific selling conventions. Progress will depend on shared annotated corpora, reproducible script-unit experiments, and cooperation among marketing researchers, linguists, platform engineers, consumer-protection specialists, and experienced hosts. Such work can establish when AI-assisted language improves commerce and when restraint is the more appropriate design choice.

- [1] Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). Scarcity messages: A consumer competition perspective. *Journal of Advertising*, 40(3), 19–30. <https://doi.org/10.2753/JOA0091-3367400302>
- [2] Aguirre, E., Mahr, D., Grewal, D., de Ruyter, K., & Wetzels, M. (2015). Unraveling the personalization paradox: The effect of information collection and trust-building strategies on online advertisement effectiveness. *Journal of Retailing*, 91(1), 34–49. <https://doi.org/10.1016/j.jretai.2014.09.005>
- [3] Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511813085>
- [4] Cillo, P., & Rubera, G. (2025). Generative AI in innovation and marketing processes: A roadmap of research opportunities. *Journal of the Academy of Marketing Science*, 53, 684–701. <https://doi.org/10.1007/s11747-024-01044-7>
- [5] Ji, Z., Lee, N., Frieske, R., Yu, T., Su, D., Xu, Y., Ishii, E., Bang, Y., Chen, D., Dai, W., Chan, H. S., Madotto, A., & Fung, P. (2023). Survey of hallucination in natural language generation. *ACM Computing Surveys*, 55(12), Article 248, 1–38. <https://doi.org/10.1145/3571730>
- [6] Luo, X., Tong, S., Fang, Z., & Qu, Z. (2019). Frontiers: Machines vs. humans: The impact of artificial intelligence chatbot disclosure on customer purchases. *Marketing Science*, 38(6), 937–947. <https://doi.org/10.1287/mksc.2019.1192>
- [7] Puntoni, S., Reczek, R. W., Giesler, M., & Botti, S. (2021). Consumers and artificial intelligence: An experiential perspective. *Journal of Marketing*, 85(1), 131–151. <https://doi.org/10.1177/0022242920953847>
- [8] Searle, J. R. (1976). A classification of illocutionary acts. *Language in Society*, 5(1), 1–23. <https://doi.org/10.1017/S0047404500006837>
- [9] Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, Article 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- [10] Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, 37, Article 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- [11] Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>