

Pricing Strategies and Consumer Behavior in Live Streaming Commerce: The Role of Advertising Media in Customer Acquisition and Momentum Building

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Abstract:

This study conducts a Systematic Literature Review (SLR) to examine how businesses in the new media era leverage pricing strategies and advertising media within live streaming and short-video commerce to acquire customers and build momentum. Based on fifteen peer-reviewed studies published between 2021 and 2025, the review synthesizes evidence across three themes: (1) pricing strategies and promotional mechanisms, including discounts, time-limited promotions, hunger marketing, and innovative models such as pay-what-you-want; (2) advertising media and influencer/platform features, focusing on credibility, persuasive communication, background design, and platform interactivity; and (3) consumer psychology and behavioral mechanisms, highlighting trust, perceived value, immersion, and parasocial relationships as mediators of purchasing outcomes. Findings reveal that while price promotions effectively stimulate impulse buying, their long-term impact depends on reinforcement through credible influencers and immersive media environments. The study extends theoretical models such as S-O-R, AIDA, and trust-transfer, while offering practical guidelines for balancing promotions with trust-building strategies to sustain consumer engagement and momentum.

Keywords: Live Streaming Commerce; Pricing Strategies; Advertising Media; Consumer Behavior.

1. Introduction

1.1 Background and Context

The rapid rise of live streaming and short-video commerce represents one of the most significant transformations in the digital economy of the new media era. Platforms such as TikTok, Douyin, Taobao Live,

and YouTube Live have reshaped the way consumers engage with products and brands, turning shopping into an interactive, entertainment-driven experience [1]. Unlike traditional e-commerce, where consumers rely on static product descriptions and reviews, live streaming and short videos allow sellers to demonstrate products in real time, answer questions instantly, and create a sense of social presence [2]. This immediacy has not only blurred the boundary between entertainment and shopping but also accelerated the pace of consumer decision-making.

Within this context, pricing strategies have become an essential lever for businesses seeking to acquire customers and sustain competitive advantage. Discounts, flash sales, coupons, and limited-time promotions are common tactics, yet firms increasingly experiment with innovative models such as “pay what you want” or personalized dynamic pricing [2]. However, in the live streaming environment, price alone rarely determines outcomes. Advertising media—particularly the role of influencers, hosts, and platform features—amplifies the effects of pricing by creating urgency, trust, and emotional engagement. For instance, the influence of an influencer’s perceivability may legitimize a price level, and persuasive language or visual design can heighten the perceived value [3].

These shifts represent the broader transition in how consumers now consume and participate in digital media. The consumer of today is not just rational but a thinking king, and a co-creating experience queen. They often respond to social cues and engage in real-time conversations, often making impulsive moves in situations of scarcity or entertainment. [4]. Furthermore, because online shopping platforms like livestreaming and short videos enable real-time conversations and word-of-mouth, social interaction and commercial activity have synergistic effects. However, the fast-paced and complex environment of livestreaming e-commerce makes it imperative for businesses to maintain long-term competitiveness by understanding the impact of product pricing and advertising on consumers.

1.2 Research Gap and Rationale

Since the rise of livestreaming e-commerce, consumer research on this phenomenon has primarily focused on the relationship between price and consumers. However, current research on price primarily focuses on product discounts and promotions, which can lead to “hunger marketing” and stimulate impulse buying [5]. The same is true for advertising: consumers are often influenced by the livestreamer’s reputation, language style, and other factors. Furthermore, other research suggests that livestreaming can also influence consumer psychological drivers, including perceived value, trust, pleasure, immersion, and emotional connection.

However, current research is limited by its fragmented nature. Specifically, research has yet to integrate pricing

strategy, advertising media, and momentum. Pricing is often treated as an independent variable, lacking any interaction with advertising media. However, these factors, when considered as a whole, could have a holistic impact on consumers. Other researchers, such as Ki, have focused on influencers and platforms, neglecting the impact of pricing on consumer perceptions, particularly in terms of urgency and fairness. Consequently, research rarely considers how these three dimensions interact, a broader and more abstract level of analysis. Precisely because of these intertwined considerations, organizations struggle to find ways to align price and advertising to attract and retain customers.

The purpose of this study is to contribute to this previous research gap through a systematic literature review (SLR). In this case, this study integrates recent research papers, which enables in-depth analysis of pricing strategies, consumer behavior, and advertising media in the context of live streaming and short video e-commerce, and how these factors influence each other.

1.3 Research Aim and Questions

In the current new media era, if companies can combine dynamic pricing strategies with interactive advertising channels, they can have a significant impact on consumers, driving purchasing behavior and long-term engagement. As previously mentioned, while existing research has covered various aspects of pricing, influencer marketing, and consumer psychology, relatively little research has examined their impact on consumers. Therefore, this review aims to address this research gap, utilizing a literature review approach to gather sufficient data to explore how pricing and media strategies interact to shape consumer behavior.

Two specific research questions guided this study:

RQ1: How are firms using the pricing mechanism in live stream and short video platforms to gain users and achieve user stickiness?

RQ2: What are consumers’ perceptions and reactions to integrated pricing—media strategies, and how do these reactions affect purchases, loyalty, and word-of-mouth?

The above two research questions enable this study to focus on the supply side and demand side of live e-commerce. Specifically, the first question is mainly related to price and advertising, which focuses on the company’s pricing strategy, including discounts, limited-time promotions, hunger marketing or innovative pricing, to further explore how advertising media can strengthen these strategies. The second question focuses mainly on consumers, exploring consumers’ psychological and behavioral responses, including impulse purchases and continued purchase intentions. These two questions combined enable this study to achieve its purpose, which is to analyze the interaction between pricing, advertising and consumer

behavior in the evolving digital market.

2. Methodology

2.1 Research Philosophy and Design

In this study, researchers applied interpretivism to analyze the subjective experiences and contextual meanings of consumer behavior [6]. Recent research has shown that livestreaming e-commerce and short videos influence consumer purchasing decisions, indirectly demonstrating that consumers' decisions to purchase are influenced by factors such as product price, emotional connection with influencers, and media experience. Therefore, interpretivism's effectiveness lies in its ability to explain the connection between perception and organization.

This study applies theoretical approaches such as the stimulus-organization-response (SOR) model, the AIDA model of e-commerce systems, and the trust transfer framework, and combines them with an exploratory approach. Due to the rapid development and novelty of live-streaming e-commerce, current theories are useful but fall short of fully explaining the situation. Therefore, a flexible framework is needed to integrate theory with municipal observations, exploring pricing policies and media advertising, and their impact and interaction on consumer behavior from multiple perspectives.

2.2 Systematic Literature Review Approach

A systematic literature review (SLR) is well-suited for this study because it is a method that systematically integrates the currently fragmented research on livestreaming e-commerce [7]. While narrative reviews can be biased or

incomplete, SLRs are systematic, avoiding biases inherent in protocols, standards, and fixed methodologies. This advantage allows this study to integrate diverse research on pricing strategies, advertising media, and consumer behavior.

The review adopts a systematic process for identifying, screening, and synthesizing evidence for methodological quality [8]. Indeed, following Snyder (2019, we see that SLRs are well-suited for structuring theoretical development and forecasting areas that might be promising for conducting future research in vibrant fields. In using this method, the current research guarantees reliability and scholarship when synthesizing previous studies.

2.3 Search Strategy

Scopus and Web of Science (WoS) are the two primary academic databases that were used to conduct the search. The databases that were selected were all-encompassing, spanning multiple disciplines, and well-known for systematic reviews via which publications that are of high quality and peer-reviewed in management, marketing, and information systems are distributed [9]. With the objective of locating the most up-to-date information on live streaming and short-video commerce, the search encompassed the period from 2021 to 2025.

It chose the terms that are most capable of representing the primary material of this study's introduction, which are "live streaming commerce," "short video advertising," "pricing strategy," and "consumer behaviour." In order to enhance the search capabilities and the relevance of results, boolean connections were implemented. The findings of this search resulted in a primary selection list of studies (see Table 1).

Table 1: Summary of Search Strategy

Database	Keywords Used	Time Range	Results Returned
Web of Science	"live streaming commerce" AND "pricing strategy" AND "consumer behavior"	2021–2025	107
Scopus	"live streaming commerce" AND "pricing strategy" AND "consumer behavior"	2021–2025	127

2.4 Inclusion and Exclusion Criteria

It detailed clear criteria for inclusion and exclusion so that its quality and relevance would not be compromised. The four-year search, which ran from 2021 to 2025, allowed the review plenty of time to work in all the latest trends — like live streaming and short-video e-commerce — between its pages. In this study, all the articles included in the systematic literature review (SLR) were published

in high-quality journals and were peer-reviewed. Full-text articles not published in English, studies that were not peer-reviewed (e.g., theses or conference abstracts, as well as reports), and works unrelated to consumer behaviour, pricing strategies, and advertising media were excluded at this stage. The systematic screening method applied to the current review increased its reliability and validity (Table 2).

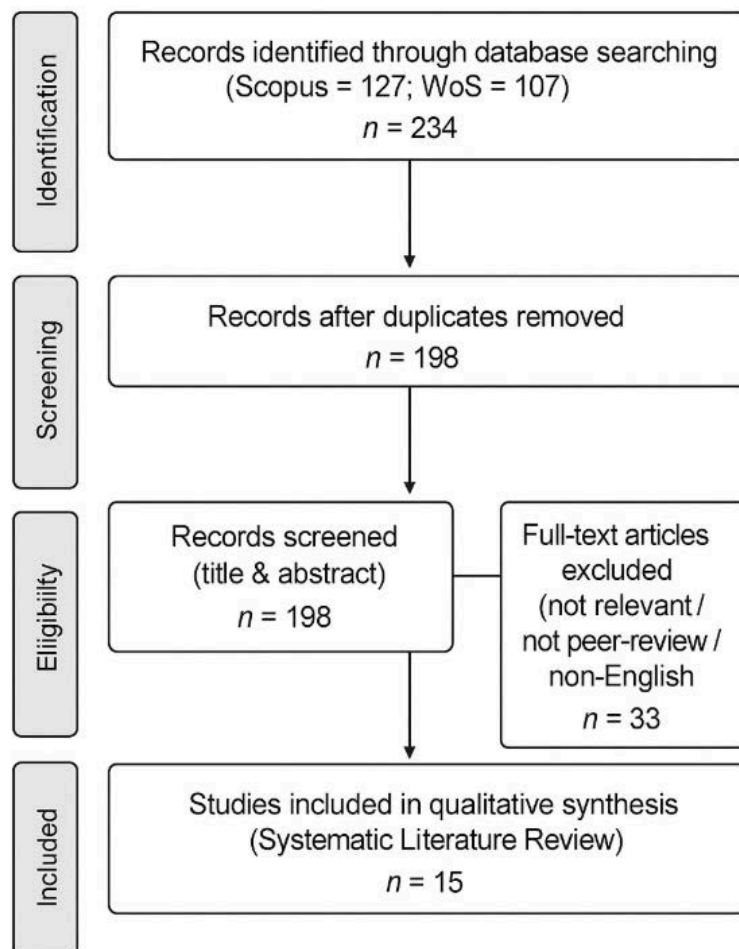
Table 2: Inclusion vs. Exclusion Criteria

Criteria	Inclusion	Exclusion
Years	2021–2025	Publications before 2021
Language	English	Non-English
Publication Type	Peer-reviewed journal articles; empirical studies; SLRs	Conference abstracts; dissertations; reports; non-peer-reviewed sources
Relevance	Focus on pricing strategies, advertising media, consumer behavior in live streaming/short-video commerce	Studies unrelated to pricing, advertising, or consumer behavior

2.5.2.5 Data Extraction and Screening

To ensure a clear and thorough review process, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) was followed throughout this development [10]. References that were detected through Scopus and WoS searches, after a process of elimination of duplicated references from search results were imported into Zotero referencing management software. An

initial screening of the titles and abstracts of publications was performed to identify relevant studies, and any duplicated or irrelevant studies were cross-checked. Full texts were read for eligibility according to the selection criteria defined a priori. Ultimately, fifteen different research met the requirements for inclusion and were therefore incorporated into the synthesis of data. To coding and creating themes, data were collected from each paper and organised sequentially in Microsoft Excel (Figure 1).

**Figure 1: PRISMA Flow Diagram**

3. Literature Review

3.1 Theme 1: Pricing Strategies and Promotional Mechanisms

Pricing mechanisms and promotional instruments are two of the most investigated factors on consumer behavior in live streaming and short-video commerce. Tried and tested discounts and time-specific sales are as prevalent as ever. Research shows that flash sales, coupons, and real-time discounts can make people feel urgency or scarcity in the moment, priming them to buy on impulse. For instance, Huang and Suo demonstrated that a combination of price promotions and time pressure indeed increase the probability with which consumers would make unplanned purchase decisions. Similarly, Guo et al. identified that the perception of “saving money” moderated another live streaming feature’s positive influence on purchase intention, indicating that discounts remain a moderator to improve perceived value.

But studies also indicate that there are decreasing effects to repeating promotions. studied the hunger marketing model, which is based on temporary and limited sales, and showed that although promotional incentives have a significant effect of trust and perceived value, the impact of time-limited offers weakens as consumers habituate to frequent scarcity appeals. This implies that businesses predicated entirely on hunger marketing might lose their bite after a while.

Above and beyond conventional promotions, researchers also examined novel pricing strategies on live streaming websites. Lu et al. examined the “pay what you want” (PWYW) mechanism on a Chinese live streaming platform. They find that for higher audience capacities, PWYW generates more revenue than fixed prices (FP) because of social image concerns and herd effects, but they add that the marginal effect of larger audiences is decreasing. Though PWYW may lack the scalability of traditional advertising or product sales, it is another example of how fresh pricing schemes could expand monetization options in live commerce.

Dynamic pricing is also considered an evolving concept, although it has not been often mentioned within the reviewed articles. Where the potential is, however, is in matching instant customer needs with targeted offerings within a living stream. However, evidence is limited in comparison to the discounting and PWYW models.

Most of the literature suggests that, although traditional promotions are still effective at stimulating impulse buying behaviour, the saturation point may have been surpassed. Therefore, companies would be well advised to combine discounts and scarcity with novel models such as PWYW or hybrids that leverage urgency and social interaction to maintain consumer engagement and momentum

in live streaming commerce.

3.2 Theme 2: Advertising Media and Influencer/Platform Features

Advertising media and influencer traits will have a strong influence on consumer’s perception and enhance the effect of pricing strategy in live streaming commerce. Unlike traditional advertising, live streaming provides interactive media functions with anchors who play triple roles of salesman, artist and opinion leaders. This dual role has a major impact on trust, attachment and purchase intention. There have been a few studies focal on credibility and professionalism of influencer. demonstrated that source credibility, especially expertise, emerged as the most powerful antecedent explaining purchase intention, and that parasocial relationships acted as an intervening mechanism between influencer attributes and consumer perception. Chen and found that under the influence of influencers, consumers’ willingness to buy surpasses trust, which indicates that influencers’ role is not limited to conveying information but also serving as emotional connectors. This is why live streamers have gradually become the key to the sustainable development of brands.

In addition to personal characteristics, the host’s language and communication style also play a key role. explored the types of persuasive language and found five: credibility, logic, emotion, reward, and exaggeration. Credibility is the most important sales factor; however, excessive logic in language can have a negative impact. This suggests that live streamers should enhance their persuasiveness and adjust their communication style based on the specific product type and audience expectations.

Visual and environmental design of the live-streaming background also shapes consumers’ reactions. observed that the tightness of the product type and background design match had a high impact on trust and PV, significantly affecting purchase intention. In other words, it is possible for the back fitting to make up any variation in the lack of appropriateness of experience-enhanced environment, and this leads to a higher level of acceptance of the product and anchor.

More broadly, the advertising media is situated not only in the behaviours of influencers, but also in its technological affordances. argue that characteristics such as real-time chat, instant responses and social presence stimulate interaction and speed up decision making. All of this suggests that businesses can make consumers understand the value and scarcity of products, thereby amplifying their perceptions and creating a more profound experience.

Overall, a common thread in the literature lies in the analysis of the intermediary characteristics of advertising media and influencers, which directly impact the persuasiveness of livestreaming e-commerce. Furthermore, the

literature reiterates the importance of pricing strategies, as they directly influence consumer trust, emotional engagement, and perceived credibility, transforming the consumer purchasing experience into one of relational or social inclusion.

3.3 Theme 3: Consumer Psychology and Behavioral Mechanisms

Livestreaming and short videos have a significant impact on consumer behavior, a complex equation that encompasses trust building, perceived value, entertainment, immersion, and social influence. This also illustrates the difference between livestreaming and short videos and traditional online shopping: consumers are no longer passive recipients of content, but actively participate in interactive and entertaining environments.

Another widely discussed topic in the literature is consumer trust. demonstrated that utilitarian, hedonic, and social values all contribute to trust in both the influencer and the product, with influencer trust further enhancing product trust. This trust-transfer mechanism is critical in reducing perceived risk and sustaining continuous purchase intention. Similarly, found that trust, together with flow experience, mediated the effects of live streaming features such as interactivity and authenticity on purchase intention, particularly in tourism e-commerce.

Closely related is perceived value, which extends beyond price savings to encompass social recognition and enjoyment. showed that value perceptions, reinforced by interactive features, were key drivers of purchase intention, especially when consumers felt they were “saving money.” Zhang et al. further highlighted that perceived value had a stronger influence on impulse buying than trust in hunger marketing contexts, suggesting that value perceptions can override rational deliberation.

Immersion and flow experience also emerge as critical psychological states. Lv et al. confirmed that immersion fosters product interest, which in turn drives buying desire and immediate purchase. Likewise, demonstrate that enjoyment mediated associations between influencer characteristics and impulse buying, indicating the importance of affective reactions.

Furthermore, consumer behavior is influenced by social and interpersonal factors. and Chen and Yang also found that purchasing intentions of brand keepers were significantly reinforced by two types of DTC: parasocial relationships and emotional bond with influencers, which often were stronger than the effect of rational trust. This point was further advanced by Jeong, who conceptualized the metaverse-integrated live commerce where consumers are immersed in brand experience and the relationship, strengthening it to decrease dependence on price competition.

4. Discussion

4.1 Synthesis of Findings

Research findings across three themes indicate that pricing strategies, advertising media, and consumer response all play a synergistic role in livestreaming and short videos. Specifically, promotional tactics such as discounts, limited time offers, and “premium” marketing can stimulate impulse purchases. Innovative transaction methods such as “pay as you like” offer broaden profit models. However, research also demonstrates that price promotions are short-lived, or insufficient to maintain sustained momentum, since their impact typically diminishes over time [11]. The characteristics of advertising media, reflected in the influencer’s credibility and persuasiveness, as well as context and platform interaction, can amplify pricing strategies [12]. Influencers are important not only in legitimizing price offers but, more importantly, in creating an emotional connection with consumers, which reduces their price sensitivity. Similarly, interactions with influencers create a sense of urgency and authenticity, leading to quick purchases and even impulse buys.

Consumers’ reactions mediate this triangular relationship. Factors such as consumer trust and perceived value motivate companies to adopt appropriate strategies, leading to impulse purchases, repeat purchases, and loyalty [13]. More importantly, these underlying psychological mechanisms for consumers extend beyond transactional decisions, generating momentum through word-of-mouth, community, and sharing.

Based on the literature, livestream e-commerce cannot rely solely on a single factor; it also requires factors such as pricing and interactive advertising media to psychologically influence consumer behavior. To transform short-term sales into long-term sustainable growth, companies need to integrate promotional strategies with media capabilities and build trust with consumers.

4.2 Theoretical Contributions

Furthermore, this study extends the theoretical framework by integrating it with the context of live streaming and short video e-commerce. Specifically, the study expands on the “stimulus-organism-response” (S-O-R) model, showing that pricing strategy serves as an external stimulus, while consumer trust, immersion, and perceived value serve as organisms, which are linked to the stimulus. Ultimately, these factors, combined, influence consumer purchases and loyalty, or responses [14]. Similarly, the AIDA model is confirmed in contexts where attention and immersion convert into desire and immediate purchase, but findings also reveal that product interest, rather than viewing interest, is the key driver of action [15]. Further-

more, the trust-transfer model is elaborated by demonstrating how influencer trust is transferred to product trust through mediated interactions. Beyond these established models, the review highlights the growing importance of emotional and parasocial mechanisms, such as influencer attachment and community engagement, which extend beyond rational price utility to explain momentum effects like word-of-mouth and sustained consumer involvement.

4.3 Practical Implications

For practitioners, the findings suggest that successful live streaming commerce requires balancing short-term promotional tactics with long-term trust-building strategies [16]. Discounts and time-limited offers remain effective for stimulating immediate purchases but should be complemented with transparent communication, reliable logistics, and authentic influencer engagement to maintain credibility. Firms should also leverage influencers strategically, selecting hosts whose expertise and personal style align with brand positioning, and optimize media features such as interactive tools and background settings to amplify pricing effects [17]. By integrating promotions with relational marketing, companies can transform transactional interactions into enduring customer relationships and sustained market momentum.

4.4 Limitations and Future Research

Despite its contributions, this review has several limitations. The analysis is based on a relatively small set of studies, many of which rely on cross-sectional surveys and self-reported measures, limiting causal inferences. Moreover, most research focuses on Chinese platforms, raising concerns about cultural generalizability. Longitudinal and experimental studies are needed to capture evolving consumer behaviors over time. Future research should also expand cross-cultural comparisons to explore how cultural values shape pricing sensitivity and trust in influencers. Additionally, technological integration, such as the convergence of metaverse environments with live streaming commerce, offers promising directions for extending current theoretical models.

5. Conclusion

This study synthesizes current research on pricing strategies, advertising media, and consumer responses in livestreaming and short video e-commerce, offering both theoretical insights and practical recommendations. Findings demonstrate that pricing tactics—while effective in the short term—must be integrated with media interaction and trust-building to generate sustained consumer engagement. The study enriches theoretical understanding by extending the S-O-R, AIDA, and trust-transfer models

to the digital commerce environment, highlighting the interplay of emotional and psychological mechanisms such as influencer attachment and perceived authenticity. Practically, brands must adopt a balanced approach, combining time-sensitive promotions with transparent communication, influencer credibility, and optimized platform interactivity. Nonetheless, limitations such as cultural specificity and reliance on cross-sectional data suggest a need for broader, longitudinal, and experimental studies. Future research should explore cross-cultural contexts and emerging technologies like the metaverse to deepen understanding of consumer behavior in this evolving space. Overall, the study underscores that sustainable growth in livestream commerce depends not on price alone but on holistic consumer experience management.

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