

REVIEW

What Do We Know about E-Commerce Live Streaming Discourse from Five Years of Research? A Systematic Review (2019–2023)

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ABSTRACT

This article conducts a comprehensive review of 26 previous studies on E-commerce live streaming discourse spanning the years 2019 to 2023. Adopting the Prisma framework, the review focuses on four key aspects: 1) the topics addressed by scholars, 2) the research methods employed, 3) the findings garnered by diverse researchers, and 4) the insights derived from the limitations of these studies, guiding future research directions. The findings suggest that scholars predominantly focus on discourse strategies and stylistic aspects. Qualitative studies often combine Discourse Analysis (DA) or Pragmatics, whereas quantitative studies more frequently employ methods like Partial Least Squares Structural Equation Modeling (PLS-SEM) or Regression Analysis. Furthermore, the findings underscore the effectiveness of well-crafted discourse strategies in facilitating viewing purchases. Future research directions should aim to incorporate a broader sample size and a more extensive blend of both empirical and quantitative methodologies. In conclusion, this study pioneers the synthesis of e-commerce live streaming discourse research, offering timely and reliable insights that establish a robust foundation for future investigations and point towards potential research trajectories.

Keywords: Discourse; E-Commerce; Live Streaming; PRISMA; Systematic Literature Review

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1. Introduction

According to the Ministry of Commerce People's Republic of China ^[1], COVID-19 has accelerated the growth of the global e-commerce market. According to projections, global e-commerce is anticipated to experience an average growth rate of 47% over the next five years. The Asian market is expected to lead the way with a higher growth rate of 51%, surpassing the global growth rate. Following closely behind, the European market is expected to see a growth rate of 42%, while the North American market is projected to experience a growth rate of 35%. Particularly in the Chinese market, the growth of e-commerce leads Asia, and sales are projected to reach nearly 2 trillion US dollars by 2025.

Tan et al. ^[2] defined live-streaming as a network-based content service streamers offer in real-time through live streaming platforms. Live streaming, as the newest vehicle for e-commerce, surged in China over the past five years, spreading rapidly across the globe during the unique circumstances of the COVID-19 pandemic.

According to Statista ^[3], all the data presented in this paragraph regarding the live streaming e-commerce market in China and other countries is properly cited. The information about China's live streaming e-commerce market, including the values for 2020, 2021, and 2022, as well as the projections for 2023, is sourced from Statista ^[3]. Specifically, in 2020, China's live streaming e-commerce market exceeded 1 trillion RMB. In 2021, it surged to approximately 2.27 trillion RMB, and by 2022, the gross merchandise value (GMV) reached approximately 3.5 trillion RMB. These figures demonstrate a significant increase from the 120 billion RMB recorded in 2018. The projection indicating that live streaming e-commerce will account for about a quarter of China's total online shopping GMV, reaching approximately 4.9 trillion RMB by 2023, also comes from the same source.

Regarding the international adoption of China's e-commerce live streaming model, the information on Europe, the United States, and South America is also derived from Statista ^[3]. In Europe, the growth rate of live streaming e-commerce has surpassed that of the Middle East and the United States. In 2022, the live streaming

e-commerce sales in the United States reached \$17 billion, with estimates suggesting this figure will double over the next four years. In South America, a survey conducted by an unspecified source revealed that one in ten Brazilians has engaged in live shopping, and over 90% expressed their intent to do so in the future. While the specific organization conducting the survey is not mentioned in the source, it indicates a strong interest among Brazilians in live streaming e-commerce.

Therefore, over the past five years, live streaming e-commerce has flourished globally, making it a worthwhile research topic. Numerous studies have investigated various aspects of e-commerce live streaming. For instance, Wongkitrungrueng et al. ^[4] explored seller-oriented relationship marketing in this context, while Zhang et al. ^[5] focused on differences among streamers. Lee and Chen ^[6] employed the SOR model to examine Impulse Buying Behaviors, Liu Xin and Zhang Kexin ^[7] delved into the web celebrity economy within the context of e-commerce live streaming, and Lakhan et al. ^[8] conducted a study on Consumers' Purchase Intentions during e-commerce live streaming. The topic of Purchase Intentions in e-commerce live streaming can be considered one of the most vigorously debated and extensively researched areas in this field. Moreover, it has also been studied from various perspectives by academic groups such as [9-14], who respectively approached it from the perspectives of streamers' social capital, the 7Ps Marketing Mix, E-commerce Live Streaming affordance, Streamer Attributes, Enhancing Sales of the Green, and the Cognitive-Affective. Although Wang and Bao ^[15] have also explored the discourse of "sisy capital," their focus is not on the economic aspect but rather on government censorship. The censorship related to lesbian, gay, bisexual, and transgender issues has long been a theme of interest across various fields, including film, as highlighted in the research ^[16]. It is evident that the exploration of discourse, particularly in the context of transforming streamers into salespersons, as suggested by Zhang et al. ^[17], remains relatively limited in academic research, with few systematic literature reviews. Academic exploration into the domain of e-commerce live-streaming commenced in 2019, although initially, there was a relatively limited emphasis on linguistic aspects. Therefore,

this study aims to first review existing discourse-related research systematically on e-commerce live streaming within the past five years. The objective is to gain a deeper insight into the role and impact of discourse in e-commerce live streaming, while also identifying the gaps and potential directions for future research in the domain of e-commerce live streaming discourse.

This article conducts a systematic review of recent discourse studies on e-commerce live streaming following the research question framework inspired by Li et al.'s [18] systematic literature review.

1. What have been the primary focal points of prior research in the domain of discourse within e-commerce live streaming?

2. What methodologies, models, or theories have been employed by previous studies investigating discourse in the context of e-commerce live streaming?

3. What specific research findings and contributions have been made in the domain of discourse within e-commerce live streaming?

4. Considering the limitations identified in prior research, which directions should future research in the domain of e-commerce live streaming discourse endeavor to explore?

2. Literature Review

In this comprehensive exploration of the existing literature, we delve into the dynamic realm of live streaming, focusing on its multifaceted dimensions. Beginning with 'E-Live Streaming,' we trace the evolution of live streaming from its origins in 1993 to its diverse manifestations on platforms such as Facebook Live, Twitch, and Douyin. This sets the stage for our in-depth analysis of 'E-commerce Live Streaming,' where we examine the pivotal role played by live streaming in the realm of e-commerce. Building upon this foundation, we then shift our focus to 'E-commerce Live Streaming Discourse,' exploring the intricate communication strategies and persuasive techniques employed by streamers to engage viewers and drive sales. This structured review not only showcases the growth and global impact of live streaming but also paves the way for a detailed examination of its discourse and

commercial dimensions.

2.1. Live Streaming

According to Restream Blog [19], the origins of live-streaming can be traced back to June 24th, 1993, when a group of scientist-designers, known as Serious Tire Damage, performed on various patios of a structure, while engineers in another area were experimenting with their technology. Since then, live-streaming evolved significantly, covering a wide range of topics including computer games, sports, and e-commerce and has spread across various platforms such as Facebook Live Periscope Twitch TikTok Douyu Kuaishou Bilibili and Douyin. The COVID-19 pandemic further accelerated the transformation of live-streaming.

On a global scale, major platforms also entered the live streaming arena. YouTube introduced YouTube Live in April 2011, initially restricting to a select group of partners. This move allowed for real-time streaming of events like the 2012 London Olympics, [20]. In 2016, Facebook launched its new live-streaming feature [21], followed by Instagram Live [22]. Twitch dedicated to gaming had already emerged as a live streaming platform in 2011 [23].

In summary, from the perspective of Liu and Zhang [7], it is evident that while live streaming is a relatively recent phenomenon, its rapid popularity and widespread recognition make it a subject worthy of in-depth scholarly investigation.

2.2. E-Commerce Live Streaming

A significant agreement was reached on April 29, 2013, between Alibaba Group and Sina Weibo to invest in Chinese first-generation influencers by giving them more Internet traffic to make short videos. Later, Yixia Technology created Weibo as a live streaming platform. Taobao Live launched in March 2016 and Douyin in September 2016. Two years later, Taobao had over ten million daily active users. In 2017, Kwai launched a long-term live-streaming e-commerce platform. Douyin promoted Taobao links in 2018. From 2018 to 2020, commercial giants like the Red (Xiaohongshu), Bilibili, WeChat, and others rushed to e-commerce live streaming [24].

From this perspective, Chinese live-streaming e-commerce started in 2016 and has now been going on for 8 years. Within these 8 years, live-streaming e-commerce has emerged as a major driver of economic growth in China. Concurrently, Shao ^[25] observes that product live streaming has become a crucial business sales channel. With the advancement of 5G technology, live streaming shopping is predicted to become a notable feature of future shopping trends. Additionally, as mentioned earlier, businesses in various countries have also adopted this new technology. Accelerated by the passive push of the pandemic, nations around the world, including the United States, Europe, Southeast Asia, South America, and more, have all joined the trend of live-streaming e-commerce.

2.3. E-Commerce Live Streaming Discourse

As posited by Dorschel ^[26], discourse is a broader extension of the conversational concept, encompassing diverse forms of communication. This notion of discourse, a significant facet of social theory, spans multiple fields, including sociology, anthropology, continental philosophy, and discourse analysis. E-commerce live streaming discourses materialise when streamers engage with viewers within the context of an e-commerce live-streaming environment, serving varied purposes. This comprehensive understanding of discourse's applicability to diverse communication forms underpins the construction of e-commerce live streaming discourses. Consequently, the investigation of e-commerce live streaming discourse emerges as a recurrent topic, often wielded to prompt viewers towards expeditious purchasing decisions.

Currently, the research perspectives on discourse in e-commerce live streaming primarily revolve around discourse strategies ^[27-29] and persuasive techniques ^[30-32], as well as personal reference ^[33-35]. In the meantime, there are also studies like Gao and Liu ^[36] who delve deep into discourse in live streaming using Foucault's discipline theory, or Chen et al. ^[37], who employ speech act theory to explore how effective e-commerce streamers express themselves in live streaming. Additionally, Liu et al. ^[38] have addressed the gap in B2B e-commerce live streaming discourse research. In summary, while the current re-

search on e-commerce live streaming discourse may seem scattered, each study has its own merits. Therefore, in the following sections of this paper, the author will adopt the Prisma method to provide a clear overview of the current state of academic research on discourse in e-commerce live streaming.

3. Method: Prisma

One crucial component of a systematic review is the literature search. The literature search, or information retrieval process, not only informs the results of a systematic review, it is the underlying process that establishes the data available for analysis. Additional components of the systematic review process such as screening, data extraction, and qualitative or quantitative synthesis procedures are dependent on the identification of eligible studies. As such, the literature search must be designed to be both robust and reproducible to ensure the minimization of bias. Baumeister ^[39] ever defined the quality of the best literature review that they comment on, evaluate, extend, or develop theory, linking theories to theories. According to Prisma.org ^[40], Prisma is an effective method for conducting systematic literature reviews to help authors to improve the reporting of systematic reviews and meta-analyses.

The Prisma method for conducting systematic literature reviews consists of five progressive stages: generating research questions, identifying relevant literature, assessing the quality of studies, summarizing compiled evidence, and presenting research findings ^[41]. EFL writing has also adopted the Prisma method for systematic literature review ^[42]. This framework was particularly suitable for our study, allowing for a meticulous compilation and analysis of a vast array of literature, identified through a carefully constructed search strategy involving 72 keywords across three core phrase groups.

In this study, the Prisma framework was selected for its comprehensive and structured approach, which aligns well with our research objectives. Its methodical process ensures the inclusion of a wide range of relevant studies, enhancing the reliability and validity of our research findings. This approach aligns with the practices of Zou et al. ^[43] and Yuan et al. ^[44], and based on this framework, the

author has established a set of exclusion and inclusion criteria.

3.1. Advanced Search String

Guided by the research questions and Boolean expressions, we initially expanded the search scope and then

narrowed it down with precision. The core of our search strategy encompassed three phrase groups: ‘e-commerce’, ‘live streaming’, and ‘discourse’. In **Table 1**, each group was enriched with 24 keywords, achieved through the use of artificial intelligence for synonym expansion, bringing the total to 72 keywords.

Table 1. The 72 keywords of our search.

E-Commerce	Live Streaming	Discourse
E-commerce	Live Streaming	Discourse
Online shopping	Live broadcasting	Communicative practices
Electronic commerce	Real-time streaming	Language use
Internet commerce	Live video streaming	Linguistic interaction
Online commerce	Live webcasting	Verbal communication
Digital commerce	Live web streaming	Textual analysis
Online business	online streaming	Speech acts
Digital commerce	Real-time broadcasting	Semiotic analysis
Web-based commerce	Webcast	Discursive practices
Internet retail	Streaming video	Communicative events
Mobile e-commerce	Video webcast	Discourse analysis
Online retailing	Live content streaming	Communicative patterns
E-business	Live multimedia streaming	Online interaction
Internet sales	Web-based live streaming	Persuasive strategies
Online transactions	Online live streaming	Social media content
Web commerce	Interactive streaming	Dialogue
Virtual shopping	Live media streaming	Communicative strategies
Internet marketing	Live event streaming	Conversation analysis
Digital marketing	Live transmission	Speech
Online purchasing	Live media webcasting	Streamer discourse
Web-based retail	Real-time streaming	Anchor discourse
Virtual commerce	Real-time broadcasting	Discourse patterns
Online trading	Live streaming session	Verbal interaction analysis
e-commerce	Live streaming	discourse

3.2. Advanced Search in four data bases:

Once the above search keywords are determined, there is a logical “or” relationship within each column of the table for “e-commerce,” “live streaming,” and “discourse” respectively. Simultaneously, these three columns form a logical “and” relationship with one another. As a result of the initial screening, a total of 306 studies were retrieved from 4 databases.

As shown in **Figures 1 and 2**, a total of 306 peer-re-

viewed studies were obtained after the initial search. In the first-round screening, duplicates from the four primary high-quality databases were excluded, along with studies conducted before 2019 and those involving languages other than English or Chinese. Subsequently, a second-round screening was carried out for the remaining 177 studies, aiming to eliminate irrelevant topics (such as those related to live streaming e-commerce but unrelated to discourse) and also excluding other dissertation theses below the level of doctoral dissertations.

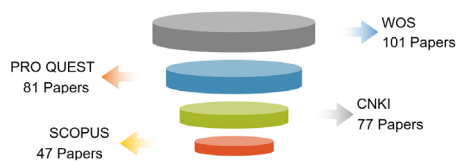


Figure 1. Page et al. [45] depicted a clear process of literature screening for researchers.

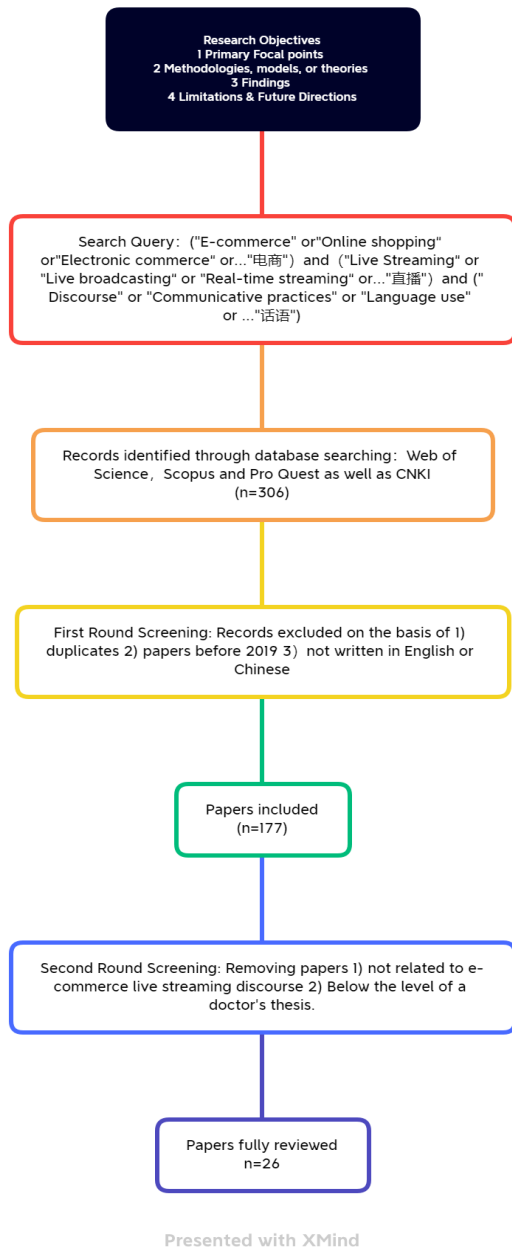


Figure 2. 306 Papers by Advanced Search in total.

Through this process, only 26 studies were chosen for comprehensive review. Despite the small yet focused

sample, this review exclusively centres on the theme of discourse in live streaming e-commerce. It's important to note that we selected CNKI as one of the primary databases for this study, embracing Chinese as one of our target research languages. (This is not bias; the reasons are illustrated below.) This decision is rooted in the fact that in China, where the phenomenon of live streaming e-commerce initially emerged, there exists a substantial body of high-quality research on this subject conducted by scholars, which cannot be disregarded.

The view of culture as capital can only be established on the basis of material production. In the current era of deep media, the study of e-commerce live broadcasting based on the perspective of cultural capital must not ignore the importance of media platforms. The concept of “media meta-capital” emphasized by Kurdli also plays a vital role in the construction of cultural capital. We also need to be vigilant about the “generalization” of people behind the interaction of multiple actors in broadcast room under the support of media technology - the individual is just a copy, and media technology promotes the process of “taking people as members of the class”.

4. Results and Discussion

In our examination of 26 diverse studies within the realm of e-commerce live streaming discourse, our review has provided a comprehensive overview of this dynamic field. Section 4.1 offers a macroscopic perspective, highlighting the extensive strategies employed in e-commerce live streaming discourse. Building on this overview, Sections 4.2 (‘The Cause’) and 4.3 (‘The Effect’) delve into specific focal points, methodologies, and previous research findings, offering a nuanced understanding of the topic. These sections collectively construct a narrative that unravels the complex relationship between language, persuasion, and commerce within the realm of e-commerce live streaming discourse.

4.1. A Macroscopic View of Reviewed Studies

Before addressing the research questions, the author first presents a macroscopic view of the reviewed studies

in **Table 2**, as maintaining a panoramic perspective is crucial when conducting systematic literature reviews. Among the 26 studies, 21 are written in English and 5 are in Chinese. Apart from Liu et al. ^[38], who focused on the

B2B (business-to-business) model, the remaining 25 studies delve into B2C (business-to-customers) contexts. Notably, the data for these studies originates from a leading B2B commerce platform owned by Alibaba.

Table 2. A macroscopic view of reviewed studies.

Categories	Findings					
Language Adopted	English 21 (80%)	Chinese 5 (20%)				
Business Model	B2C (Business to customers) 25 (96%)	B2B (Business to Business) 1 (4%)				
Live streaming Platform	Taobao 14(54%)	Douyin 2(8%)	1688.com 1(4%)	>1 platforms 6(23%)	Not Mentioned 3(12%)	
Research Method	Qualitative 14(54%)	Quantitative 8(30%)	Mixed-Method 4(15%)			
Sampling Techniques	Snowballing 1(4%)	Convenience Or Purposive Sampling 16(62%)	Random 3 (12%)	Not Mentioned 7(27%)		
Data Collection	Recording& Transcription 17(65%)	Screenshots 1(4%)	Interviews 2(8%)	Corpus 1(4%)	Questionnaire 5(19%)	Not Mentioned 3(12%)
Data analysis	Discourse Analysis 11(42%)	Speech Act in Pragmatics 5(19%)	Corpus-Based Analysis 1(4%)	PLS-SEM Related Analysis 4(15%)	Regression Related Analysis+ 4(15%)	Deep Learning & Econometric Analysis 1(4%)
Publication Year	2019 0(0%)	2020 3(12%)	2021 5(19%)	2022 10(38%)	2023 8(30%)	

From the perspective of live streaming platforms, more than 14 studies concentrate on this area with ‘>1 platforms’ also including Taobao. Data is primarily sourced from Taobao, accounting for a substantial 54%. Additionally, 6 studies employed multiple platforms for data extraction. In terms of research methodologies, qualitative approaches are prominent with 14 instances, followed by 8 quantitative studies and 4 using mixed methods. This highlights the prevailing preference for qualitative investigation in the academic realm concerning e-commerce live streaming discourse.

Noteworthy is the variability in sampling techniques and data collection methods. Purposeful or convenience sampling is employed in 16 studies, comprising a significant 62% proportion, while 7 studies do not specify the sampling approach. Out of the total, 17 studies opt for the “recording + transcription” method, indicating its favor among scholars due to its practicality. Additionally, 2 studies employ interviews, while 5 utilize questionnaires.

At the data analysis level, discourse analysis is the

primary focus in 11 studies, followed by 5 studies on pragmatics, and 4 studies each focusing on “PLS-SEM related Analysis+” and “Regression related Analysis+”. When examining publication years, the academic community paid limited attention to the discourse of e-commerce live streaming in 2019. This was primarily because the academic community had not yet dedicated sufficient attention to discourse related to live e-commerce at that time. However, the trend has been ascending, with 10 relevant studies emerging in 2022, comprising 42% of the total. It is expected that more studies will be conducted in 2023.

Moving forward, the subsequent sections of this paper will delve into a more in-depth review, aligned with the pre-established research questions. Drawing upon the perspective of Buddhism and the law of cause and effect ^[46], this study addresses four research questions. The first two questions can be regarded as “causes,” while the latter two can be seen as “effects.” As a result, the following discussion will be divided into two sections to investigate these four research questions.

4.2. The Cause

1 What have been the primary focal points of prior research in the domain of discourse within e-commerce live streaming?

2 What methodologies, models, or theories have been employed by previous studies investigating discourse in the context of e-commerce live streaming?

Table 3 following discusses the above questions.

Table 3. The cause.

Studies	Primary Focal Points	Methodologies, Models, or Theories
[27]	Discursive Strategies	Multi-modal Discourse Analysis
[47]	Genre of Live Sales Discourse	Move Analysis
[48]	Public Welfare E-commerce Live streaming	Media Convergence
[30]	Persuasive Message Processed by Viewers	Elaboration Likelihood Model
[49]	Construction of Trust Relations	Trustworthiness Model
[17]	Psychological Strategies on Impulsive Buying	Theory of Impulse Buying (Theory of Guided Consumption, Decoy Effect, Time-Limited Offer, Anchoring Effect and the Effect of Authority)
[31]	Linguistic Persuasive Styles on Sales Volume	Hovland's Persuasion Model+ Aristotle's Rhetoric Skills+ Text Analysis+ Latent Dirichlet Allocation (LDA) Topic Extraction Model+ Grounded Theory
[50]	Exaggerated expression	Linguistic constituents
[36]	Disciplining Force	Foucault's Discipline Theory
[32]	Persuasion Strategies	Aristotle's Rhetorical Theory of Persuasion
[51]	The Roles of the Three Types of Information Exchange (Product Information, Social Conversation, and Social Solicitation) in Live streaming Performance (Sales and Customer Base Growth).	A Self-Designed Framework + Panel Vector Auto-regressive (PVAR) model
[52]	Facial and Verbal Expressions	The Emotions as Social Information (EASI) Theory
[53]	Internet Celebrity' Discursive Techniques On Selling Intimacy	Social Semiotic Multi-Modal Approach
[54]	Streamer's Persuasive Ability	S-O-R(Stimulus-Organism-Response)
[33]	Discourse Advertising	Person Deixis
[55]	Conversations in Live Streaming Selling	Conversation analysis
[34]	Gender-Preferential Sales Discourse	A Corpus Based Approach
[35]	Enhancing Rapport with Viewers	English for Specific Purposes (ESP) Approach + Rapport Management Theory
[28]	Direct and Indirect Speech Strategies	Speech Act Theory
[56]	The Formation and Transformation Mechanisms of Deep Consumer Engagement and Purchase Behavior	Hovland's Persuasion Theory + Gratifications Theory
[37]	Speech of Streamers	Speech Act Theory + Consumer decision-making process model
[57]	Product and Host Discourse Attributes	SOR theory+TAM theory+health belief theory+persuasion theory
[29]	New Oriental's Live-Streaming Communication Strategy	Cognitive Linguistic Method (Media Priming, Hart's Discursive Strategy, and George P. Lakoff's Framing and Metaphor Theories)

[58]	Interaction-Oriented Content Triggering Viewers' Purchasing and Gift-Giving Behaviors	An Empirical Tested Model +Fixed-Effects Negative Binomial Regression Model
[38]	B2B Streamers' Linguistic Styles on Sales	Speech Act + Attention Mechanism +Econometric Model
[59]	Anchors' Language Appeals on Users' Purchase Intention	The Partial Least Square Structural Equation Modeling (PLS-SEM)

The research in this study revolves around e-commerce live streaming, with a primary focus on transactional outcomes. Among the 26 analysed studies, an overarching theme is the examination of strategies aimed at prompting user orders. Scholars have directed their attention towards various strategies to enhance this process. Huang et al. [27] pioneered the application of multi-modal discourse analysis to deconstruct discursive strategies within e-commerce live streaming. Subsequently, Zhang [17] delved into Psychological Strategies, utilising theories such as the Theory of Guided Consumption, Decoy Effect, Time-Limited Offer, Anchoring Effect, and the Effect of Authority to elucidate their roles in impulsive buying. Deng [32] identified the central role of persuasion strategies in driving orders from viewers, drawing from Aristotle's Rhetorical Theory of Persuasion. Direct and Indirect Speech Strategies were explored by Xiao [28], integrating linguistic and pragmatic aspects of e-commerce discourse. The emergence of New Oriental's Live-Streaming prompted Yi Chen [29] to examine streamer Dong Yuhui's live discourse from various angles using a Cognitive Linguistic Method to uncover its cultural attributes.

The concept of "persuasion" itself has garnered significant scholarly attention. Gao et al. [30] employed the Elaboration Likelihood Model to investigate how viewers process persuasive messages. Luo et al. [31] focused on Linguistic Persuasive Styles and their impact on sales volume. Chen and Zhou [54] utilized the classic S-O-R (Stimulus-Organism-Response) model to showcase streamers' persuasive abilities. Beyond these, Zhang [47] and Shi and Dou [35] employed move analysis to study the genre of e-commerce live streaming, with the latter integrating Rapport Management Theory. Sandel and Wang [53], Fan and Li [33], and Yang and Wang [34] all tackled issues related to personal addresses.

In addition to the aforementioned studies, others have also contributed unique insights. Yu Xuan and Xiao Tao [48] focused on charity live streaming, while Wang Jinyu and Wang Xueyu [49] employed the Trustworthiness Model to discuss anchor endorsement construction. Zhu Hongyu & Shu Zhongman [50] explored the viability of exaggerated expressions during live streaming. Yu et al. [52] integrated The Emotions as Social Information (EASI) Theory, incorporating facial expressions into their research for the first time. Liu et al. [38] delved into the mechanisms underlying deep consumer engagement and purchase behaviour formation and transformation. Liu et al. [38] pioneered B2B live discourse research. Presently, the academic community's engagement with e-commerce live streaming spans a multitude of primary focal points, methodologies, theories, and models, creating a diverse and vibrant landscape of research.

4.3. Practical Implications

The cultural accomplishment and discourse communication style of anchors can shape their own affinity. The expression of discourse strategies in live broadcast is an important driving force for the accumulation and "reproduction" of cultural capital. The discourse expression ability and expression skills in live broadcast are trained for a long time. The skill of language use is how to speak well, to make the words more convincing, to make the object of the speech better understand the meaning to be expressed, and to make it act according to the intention of the speaker and writer.

"I will be carried away by the atmosphere in the studio. For example, when watching the live broadcast trailer, it is obviously very ordinary, I think I will certainly not buy, but after Li Jiaqi said in the live broadcast, if there is a brand, he will tell the brand story; If there is no brand, he

will talk about what awards he has won, or from the perspective of “Jiaqi self-use” and “just placed an order for his family”, in short, he can always find a point that will really let me place an order! This is something I would never buy on another platform.” Before, when Viya was still in business, I felt that she didn’t have to say anything deliberately in the broadcast room, as long as she showed, and the product happened to be something I could use, I don’t know why I would unconditionally trust her, I always felt that there must be no problem with following her order, and then I placed an order.”

Therefore, through the communication with the respondents, it can be further explored that in order to become the dominant capital in the live broadcast field, the head anchor will acquire symbolic power through the language ability accumulated in the long-term practice of capital investment, and constantly reinvest the cultural capital of discourse implementation skills acquired before into the digital world through media practice, so as to obtain economic capital. Head anchors can be said to have

developed a mode of integrating media technology with their own lives. The commonality of anchors in the live broadcast field lies in highlighting the personalized stylized language, repeatedly emphasizing the price advantage of the live broadcast room, emphasizing family and friendship, simple and straightforward language, strengthening the personal IP image, etc., and successfully achieving e-commerce sales.

4.4. The Effect

3 What specific research findings and contributions have been made in the domain of discourse within e-commerce live streaming?

4 In light of the limitations identified in prior research, which directions should future research in the domain of e-commerce live streaming discourse endeavor to explore?

Table 4 mainly addresses the above questions.

Table 4. The effect.

Studies	Findings & Contributions	Future Enlightenment from Limitations
[27]	1 Attention economy is an emerging economic form, as evidenced by Austin Li’s unconventional use of wearing lipsticks despite being male. 2 Austin Li successfully establishes trust and encourages viewers to make purchases through his discourse strategies. 3 Live e-commerce platforms exhibit distinctive affordances: delimitation of time, real-time interactivity, and video-aided communication. It is precisely these features that make Li’s discourse strategies stand out.	Not mentioned
[47]	Based on Bhatia’s move analysis of English promotional letters, eight linguistic moves are identified in live sales. Among them, Move 2 (Personal Experience) is a crucial step to capture the audience’s attention, laying the foundation for the subsequent Move 3 (Product Recommendation) in the sales process.	Not mentioned
[48]	1 Integration of Public Welfare Livestreaming and E-commerce 2 Integration of Grassroots and Official, Social Benefits and Economic Benefits	Not mentioned
[30]	1 The impacts of information completeness and information currency on perceived persuasiveness are significant on the central route. 2 On the peripheral route, streamer trustworthiness, streamer attractiveness, and co-viewer involvement also have significant effects on perceived persuasiveness. 3 Perceived persuasiveness directly affects both purchase intention and response intention. 4 The influence of mindfulness on the relationship between perceived persuasiveness and purchase intention is not statistically significant.	1 Subsequent research can use longitudinal methods to analyze behavior changes in live streaming commerce viewers over time. 2 Future studies should explore diverse dimensions to uncover additional influential factors, such as product types, platform attributes, and various peripheral route influences. 3 Future research can examine how information accuracy and bullet-screen consistency impact behaviors in live streaming scenarios. Additionally, investigating alternative control variables like gender, age, viewing frequency, and subscription could reveal their effects on dependent variables in live streaming commerce.

[49]	Austin Li gains consumer trust from three dimensions: competence, quality, and goodwill.	This study has limitations in terms of its corpus, as it only covers beauty and lifestyle products. Future research could explore corpora related to other product categories.
[17]	The theory of guided consumption, decoy effect, time-limited offer, anchoring effect, and the effect of authority can be manipulated and directed by streamers in live broadcasts to induce impulse purchases among consumers.	Not mentioned
[31]	1 The linguistic style of appealing to personality yields the most significant positive influence on product sales numbers. 2 The use of a linguistic style that appeals to emotion exhibits a relatively strong positive effect on merchandise sales figures. 3 Employing a linguistic style that appeals to logic correlates with a decrease in merchandise sales quantities. 4 Within product categories like beauty, cosmetics, household goods, and food, employing a linguistic style that appeals to rewards generates a favorable impact on sales. 5 The identical linguistic style manifests varied impacts on distinct types of products. For instance, the linguistic style of appealing to exaggeration detrimentally influences apparel product sales, while positively influencing the sales of digital electronic items.	Not mentioned
[50]	1 Transforming “viewers” into “consumers” or even entities akin to “devotees of consumerism” is the pivotal factor behind the success of broadcasters. 2 Within the discourse of “distance modulation” and the process of product sales, the consumer ideology is covertly and profoundly transposed from businesses and platforms to consumers, facilitating the closed loop of consumption, fostering steadfast consumer loyalty to hosts, and diffusing consumer ideologies. In this transposition process, Li Jiaqi, as a platform-driven host for product promotion, plays a crucial role as a mediator.	Not mentioned
[36]	1 Within consumer scenarios, the discipling of discourse in live streaming involves the formulation of directives, mechanisms of reward and punishment, as well as the cultivation of consumer relationships. 2 Following this, consumers undergo discipling within efficiency-oriented consumption scenarios. 3 As a result, discourse discipling within live streaming engenders pseudo-identities and pseudo-social differentiations among consumers. 4 Eventually, consumers within the “live streaming community” forfeit their subjectivity through this process of discipling.	Research Samples: Constrained by the limitations of observation time, this study only selected discourse from top anchors during a specific period. Future research could further expand the scope of research samples.
[32]	The streamer uses discourse to shape an identity, build trustworthiness, and establish pragmatic empathy through terms of endearment and greetings. This bridges the gap between the streamer and consumer, fostering a harmonious relationship. Subsequently, live discourse is employed to motivate viewers for consumption and achieve persuasive goals.	Not mentioned
[51]	1 The quantity of comments has a positive impact on both sales and the expansion of the customer base. 2 The quantity of likes has a positive effect on the growth of the customer base. 3 The number of shares has a negative impact on livestreaming sales, suggesting a crowding-out effect.	1 Future research can expand to include a wider range of product categories. 2 Future research can incorporate visual content analysis into empirical models to gain additional insights. 3 Future research can collect individual consumer-level data to gain a more comprehensive understanding of the diversity in consumer content preferences.
[52]	1 Verbal expressions have minimal impact on product sales, while four of the seven facial emotions – happiness, sadness, surprise, and contempt – exhibit positive correlations with product sales. 2 The alignment between verbal and facial emotions notably enhances the effectiveness of live sales. 3 We investigate the influence moderation by the marketing mix on emotions and analyze the diverse effects of emotions based on characteristics of live streamers and products.	1 Future research can further explore KOLs(Key Opinion Leaders) by utilizing finer-grained and structured data. 2 Subsequent studies could gather additional data over extended time frames to investigate heterogeneous effects related to time and seasonality, such as weekdays and weekends. 3 Future investigations could develop more sophisticated emotion-focused detection algorithms to aid in identifying the authenticity effects of live streamers.

[53]	<p>Internet celebrities establish a sense of intimacy through the following three strategies: (1) crafting distinctive personal background stories, (2) incorporating and referencing these stories in sales promotion, and (3) engaging with fans and followers by leveraging the unique features of each platform.</p>	Not mentioned
[54]	<p>1 The persuasion ability of e-commerce live streamers significantly influences consumers' affective reactions, encompassing affective trust and perceived pleasure. The influence of emotional contagion stands out the most prominently. 2 Morality does not exhibit a significant impact on affective trust. 3 Both consumers' affective trust in live streamers and their perceived pleasure positively contribute to their impulsive buying intentions. 4 The relationship between affective trust and impulsive buying intention is partially mediated by perceived pleasure.</p>	<p>Future research could employ consumer laboratory experiments to further validate the underlying mechanisms of impulsive buying behavior in the context of live streaming e-commerce.</p>
[33]	<p>1 The utilization of first-person deixis within discursive practices contributes to the delineation of distinct attributes inherent to live-streaming anchors, thereby fostering a sense of proximity between the anchors and their viewers, effectively diminishing social barriers. 2 Employing second-person deixis as a discursive strategy serves as an efficient method to collectively address the audience, imbuing them with a sense of active participation, subsequently bolstering sales potential. 3 Through the employment of third-person deixis as part of their discourse, anchors can adeptly fine-tune their merchandise while simultaneously steering customers' focus toward specific aspects, thus enhancing their engagement.</p>	Not mentioned
[55]	<p>1 In Excerpt 1, the sellers deftly managed the unexpected comment "Let's get married," creating a vibrant atmosphere to retain viewers and attract potential customers before sales began. 2 Excerpts 2 to 4 showcased increased support to address product uncertainties, achieved through unique incidental overlaps in interactions between the streamers. Strategic overlaps during the "while-selling" stage further underscored the sales advancement.</p>	<p>1 Subsequent research could focus on the temporal organization of interactions. 2 Future studies could conduct in-depth analyses of real-time cases of live sales broadcasting in different countries or using alternative languages.</p>
[34]	<p>1 Both genders use few kinship terms. 2 Males have a higher ratio of address pronouns to nouns than females but use 'nin' (deferential you) less frequently. 3 Females use nouns related to "baby" consistently, while males prefer diverse friendship terms. 4 Females frequently use the 'thank/greet þ baby' pattern for ritual interactions, more so than males.</p>	<p>1 Future research could incorporate demographic variables to investigate whether the research results are influenced by them. 2 Future research could integrate a reference corpus containing transcribed content of face-to-face sales dialogues, which would enhance the interest and richness of the findings.</p>
[35]	<p>1 The top broadcasters demonstrated skillful rapport management by addressing all three bases of rapport through their actions. 2 E-commerce live streaming has emerged as a novel genre in discourse analysis.</p>	<p>1 Future study can expand sample diversity. 2 Comparative analysis with novice broadcasters is advisable. 3 Explore non-linguistic semiotic resources for comprehensive analysis. 4 Employ corpus-based stage analysis for microlevel linguistic investigation.</p>
[28]	<p>1 The anchor uses both direct and indirect speech strategies. Direct strategies include assertive, directive, commissive, and expressive speech, while indirect strategies encompass presupposition, parenthesis, and hedges. 2 These strategies enhance language persuasiveness, stimulating consumer shopping desire and achieving effective sales.</p>	<p>Future research could quantitatively analyze the topic of this study, providing a more convincing demonstration of the strategies employed by the anchors.</p>
[56]	<p>This study reveals that key factors influencing the depth of consumer engagement and purchase behaviors include demand motivation, the anchor's role, product messaging, the live medium, and consumer attitudes.</p>	<p>1 In future research, international interviewees could be included to broaden the scope. 2 Future studies could expand the sample size for greater representation. 3 Future research could explore variations across different platforms.</p>

[37]	<p>1 Consumer interest, word-of-mouth (WOM) propagation, and purchase intention all positively contribute to live streaming purchase intent.</p> <p>2 Streamers' use of directive, assertive, and declarative speech acts results in higher levels of consumer interest, WOM propagation, purchase intention, and desire compared to the use of expressive and commissive speech acts in interactions with consumers.</p> <p>3 Expressive and commissive speech acts are crucial for maintaining customer relationships, yet they are unrelated to the products being sold.</p>	<p>1 Future research could incorporate samples from high-value product categories.</p> <p>2 Future research could gather samples from multiple platforms.</p> <p>3 Future research could focus on whether different speech acts affect the credibility of streamers.</p>
[57]	<p>1 The professionalism and authenticity of the anchor's language had a positive impact on consumers' purchase intention, while the influence of the anchor's language charm on purchase intention was not significant.</p> <p>2 Consumer trust fully mediated the relationship between perceived ease of use and purchase intention, and partially mediated the relationship between perceived usefulness and purchase intention.</p> <p>3 Consumer health beliefs fully mediated the relationship between anchor language professionalism and purchase intention, and partially mediated the relationship between anchor language truthfulness and purchase intentions.</p>	Not mentioned
[29]	The streamer's success likely results from his careful stimulus selection, enabling a seamless integration of explicit frames and harmonious alignment between explicit and implicit frames.	Future research could triangulate findings by incorporating both viewers and their comments for cross-validation.
[58]	<p>1 Social interaction-oriented content in broadcasters' live speech exhibits an inverted U-shaped correlation with viewers' purchasing behavior, alongside a positive linear correlation with gift-giving behavior.</p> <p>2 Notably, the impact of this content on viewers' purchasing and gift-giving behaviors is notably contingent on the broadcaster's popularity.</p>	<p>1 Future research could enhance the robustness of the study by employing multiple platforms.</p> <p>2 Subsequent studies could consider utilizing machine learning algorithms to calculate text-based social interaction-oriented content, thereby deriving more comprehensive measurement metrics to assess such content.</p> <p>3 Future investigations could delve deeper into the individual viewer level.</p> <p>4 Future research might explore viewer-related factors, including psychological variations among viewers, and examine how these factors potentially impact these behaviors.</p>
[38]	<p>1 The assertive and directive speech acts of the streamer contribute positively to enhancing sales performance. Notably, assertive speech acts exhibit a considerably more pronounced impact on sales performance compared to directive speech acts.</p> <p>2 Expressive speech acts, on the other hand, resulted in a decrease in sales performance, which is contrary to previous research in the B2C context.</p>	<p>1 Future research could focus on multiple B2B platforms.</p> <p>2 Future research could consider exploring the heterogeneity effect of reseller firms by including the characteristics of the reseller companies.</p> <p>3 Subsequent studies might investigate how competitive dynamics will impact the behavior of streamers.</p>
[59]	<p>1 The research unveiled a positive correlation between anchors' language appeals, self-referencing, and self-brand congruity. Additionally, self-referencing and self-brand congruity exhibited a positive correlation with purchase intention.</p> <p>2 Self-referencing and self-brand congruity act as mediators in the relationship between anchors' language appeals and purchase intention.</p>	<p>1 Future researchers can conduct surveys in different countries or regions under various circumstances.</p> <p>2 Future studies should attempt to use different methods (such as psychological experiments, internet ethnography) and various types of data (such as objective data) to enhance the validity of results.</p> <p>3 Subsequent research can further validate other potential factors that might also serve as mediators.</p>

Regarding emerging trends and impact, Huang et al. [27] draw attention to the burgeoning attention economy, exemplified by unconventional actions such as Austin Li's choice to wear lipstick. This trend accentuates the importance of captivating viewers' attention and leveraging discourse strategies to instil trust and stimulate purchases. The unique features inherent in live e-commerce platforms play a pivotal role in amplifying these strategies. Discussing effective discourse strategies, Wang Jinyu and Wang

Xueyu [49], Luo et al. [31], and Xiao [28] showcase the efficacy of diverse linguistic styles and speech tactics employed by streamers. Whether through appeals to personality, emotion, logic, or the utilization of direct and indirect speech, these strategies foster consumer trust, empathy, persuasion, and motivation for consumption. Moving to the sphere of purchase behavior, studies by Zhang Nannan [47], Zhang [17], and Yi Chen [29] underscore the influence of discourse on purchasing decisions. The manipulation

of psychological triggers like the decoy effect, time-limited offers, and anchoring mechanisms come into play to induce impulse purchases. Additionally, the seamless amalgamation of explicit and implicit frames within discourse, as highlighted by Yi Chen ^[29], significantly molds consumers' buying choices. When considering consumer engagement and loyalty, research by Zhu Hongyu & Shu Zhongman ^[50], Deng ^[32], and Chen et al. ^[37] delves into the intricate relationship between discourse and consumer engagement and loyalty. The conversion of viewers into consumers and cultivating intimacy through personal narratives contribute to nurturing enduring consumer loyalty towards hosts. Furthermore, it becomes evident that practical discourse not only shapes identities but also bridges the gap between streamers and consumers, nurturing harmonious relationships. Lastly, from a gender and language patterns perspective, insights gleaned from Yang and Wang's ^[34] study illuminate gender-specific variations in kinship terms and language usage. This sheds light on how linguistic strategies are thoughtfully tailored to cater to distinct audience preferences, adding to the multifaceted nature of discourse in e-commerce live streaming.

In addition to the studies that have not mentioned limitations, 7 studies ^[49,51,35-38,59] have proposed the need to expand sample sizes from various dimensions (anchors, products, platforms, domestic, etc.). Five studies ^[52,54,28,58,59] suggest that future research would benefit from utilizing or upgrading empirical or quantitative research methods for increased persuasiveness. In addition, Gao et al. ^[30] proposed that subsequent research can employ longitudinal methods to analyse behaviours changes in live streaming commerce viewers over time. Song et al. ^[51] suggested incorporating visual content analysis into empirical models to gain additional insights. Yu et al. ^[52] suggested that subsequent studies could gather additional data over extended time frames to investigate heterogeneous effects related to time and seasonality, such as weekdays and weekends. Yang and Wang ^[34] proposed that future research could integrate a reference corpus containing transcribed content of face-to-face sales dialogues, which would enhance the interest and richness of the findings. Yi Chen ^[29] suggested that future research could incorporate triangulation for validation. These diverse directions for future research reflect

a thriving landscape of ideas and possibilities.

5. Conclusions

This study conducted an in-depth and comprehensive systematic literature review of e-commerce live streaming discourse using the Prisma method. The study focused on four major areas. Firstly, it delved into the various topics that scholars have been addressing, such as linguistic strategies, persuasion, and conversation, all with the common objective of expediting user purchases. Secondly, the research methods employed in this investigation were examined. These methods encompassed both qualitative approaches like Speech Act Theory, Multimodal Discourse Analysis, and Person Deixis, and quantitative methods such as PLS-SEM Related Analysis, Regression Related Analysis, Deep Learning, and Econometric Analysis. Thirdly, the study explored the findings obtained by scholars across diverse areas, including diverse linguistic styles and speech tactics, purchase behavior, consumer engagement and loyalty, and gender-specific variations in kinship terms and language usage. Lastly, the research offered insights into the limitations of these studies, which can guide future research endeavors. These insights emphasized the importance of enhancing sample diversity, utilizing quantitative research methods more extensively, establishing and utilizing corpora, and adopting triangulation methods.

In conclusion, this systematic literature review has illuminated a dynamic landscape of scholarly contributions, shedding light on a range of perspectives and ideas. It is worth highlighting that the current academic landscape lacks a comprehensive systematic literature review dedicated specifically to e-commerce live streaming discourse. By synthesizing existing research on this topic, this study aims to provide fresh insights and directions for future research. In essence, this exploration of e-commerce live streaming discourse serves as a catalyst for further scholarly exploration and innovation in this field.

This study only considers the interactive relationship between audiences, anchors and virtual presence groups, and defaults the product as the common focus background in the interactive ceremony. Products and brands are the final carriers of emotion and value in interactive ceremo-

nies. Different product types and brand awareness may also lead to differences in identification and value transformation in interactive ceremonies. Therefore, subsequent studies can further incorporate factors such as anchor type, product type and brand awareness into the research framework of interactive ceremony of live broadcasting, so as to fully reveal the interactive transformation relationship among anchor identity, group identity and product (brand) identity in e-commerce live broadcasting.

The development trend of artificial intelligence technology in the field of e-commerce live broadcasting. The first is the development of multimodal large models. The second is the deepening of natural language processing (NLP) technology. Third, the intelligence of virtual reality (VR) and augmented reality (AR). The fourth is the integration of artificial intelligence and cloud computing to promote the reconstruction and innovation of cloud computing. In terms of the output and optimization of live broadcast content, with the help of generative artificial intelligence, the live broadcast team can effectively create content such as product description, promotion copy and live broadcast script. Improve the quality and efficiency of content exposition, reduce the work burden of the live broadcast team, and improve the standardization and consistency of live broadcast content.

Author Contributions

Conceptualization, Z.L. and M.S.; methodology, Z.L.; validation, Z.L., M.S., and T.T.Y.; formal analysis, Z.L.; investigation, Z.L.; resources, X.Z.; data curation, X.Z.; writing—original draft preparation, Z.L.; writing—review and editing, Z.L. and M.S.; supervision, M.S. and T.T.Y.; project administration, M.S. All authors have read and agreed to the published version of the manuscript.

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not involve new data collection from humans or animals.

Informed Consent Statement

Not applicable.

Data Availability Statement

All data supporting the reported results in this study are included within the manuscript.

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Conflicts of Interest

The authors declare no conflict of interest.

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