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**The critical literature review of analysing the impact of building
xxxxxx in e-commerce industry**

Critical Literature Review

TABLE OF CONTENTS

Part 1	2
1.1 The Definition and Content of Critical Literature Review.....	2
1.2 The Purpose and Structure of Critical Literature Review.....	2
1.3 The Format and Methodology of Literature Review.....	3
1.3.1 The Types of Literature Review Approach.....	3
1.3.2 The Method of Developing Research Questions.....	3
1.3.3 The Criterion for Evaluating The Rigour of Literature Review.....	3
1.4 Critical Explore of Literature Review in The Research.....	4
Part 2 - An Annotated Bibliography.....	5
Part 3 - Preliminary Literature review.....	31
3.1 Historical Background of The Broad Overview.....	31
3.2 Close Examination and Selection of Key Conception.....	32
3.3 Chinese E-commerce Growth and Consumer Behavior.....	33
3.4 Internet Celebrity and Online Influencer.....	35
3.5 Livestream E-commerce.....	36
3.6 Tentative Indications of Research Gap.....	38
3.7 Draft Research Questions.....	39
Conclusion of The Whole Literature Review.....	39
Bibliography.....	40

Part 1 (Word count: 1395)

1.1 The Definition and Content of Critical Literature Review

Literature review can be divided into stand-alone and embedded style (Efron, S. Efrat, and R. Ravid.,2018) and regarded as a form of study (- Jesson, Matheson, & Lacey, 2011). Jesson et al. (2006) argues that a literature review is a narrative description written or published from a different paradigm, based on the author's point of view.

Wisker (2015) supports this argument and further defines the literature review as the cornerstone of a research, which shows an iterative process with the purpose of achieving a full covering of theories, views, standpoints, and pioneering work. To justify the need for study, a distillation and generalization of prior studies' conclusions, with comments on limitations and identification of existing missing sections of the literature.

Pritchard (2014) emphasize the nature of the propositional knowledge should be correct and individual must believe in it. Critical thinking is used when we need to distinguish between the truth and falsity of knowledge, which means that critical interaction within the domain of theoretical perspectives is essential. It can be proven that to maintain a skeptical attitude toward all points of view and to provide sufficient evidence to support the claims are crucial in the critical literature review.

1.2 The Purpose and Structure of Critical Literature Review

Efron et al. (2018) stresses that the purpose of critical literature review should be strived to offer current knowledge in a unique and creative lens, determine the connections between concepts and theories, as well as their implications in practice, in order to promote new perspectives and insights of the subject under investigation.

The literature review assists the researcher in narrowing down the scope of the certain research by summarizing existing studies, gaining different perspectives from them, delving into different definitions and controversies, allowing the researcher to comprehend the origin, development, and direction or trend of the research topic, in order to see the boundaries of the topic, just as if sketching a picture, so that the researcher can avoid a certain biases and find some gaps in this field.

To fulfill the goal of literature review, it is benefit from establishing the study's context and informing the research design and approach, identifying opportunities for field scholarship advancement (Efron, S. Efrat, and R. Ravid.,2018).

1.3 The Format and Methodology of Literature Review

1.3.1 The Types of Literature Review Approach

Booth et al. (2016) believes that there are different classification of literature review. For example, systematic and theoretical review, argumentative and historical review all belong to different categories. A systematic literature review, as the name implies, is a systematic attempt to sort out the different interpretations of a theme that have been made in the academic field. Jesson et al. (2006) states unlike a normal literature review, the research procedure of a systematic review is more rule-based and strict and there must be a clear declaration of the criteria being used. Generally such empirical research approach are used in the field of nature and medicine in most cases.

Given the qualitative nature of this study, it is sufficient for this research to conduct a thematic and theoretical literature review. According to Alhojailan, M.I. (2012), it can be known that thematic analysis is a sort of qualitative analysis. Any study that tries to find using interpretations should use thematic analysis. That point is strongly supported by Hatch (2002) and Creswell (2003), who further emphasis that thematic analysis can interpret data and organise data analysis more systematic.

1.3.2 The Method of Developing Research Questions

Booth et al. (2016) underlines that identifying the core aspects of the research topic by breaking it down into Who, What, and How. Nevertheless, adopting a formal framework to concentrate on the questions may assist the researcher in 'unpacking' these questions into its constituent concepts. Davies (2011) further notes that there are many different frames to choose from for applying the focused questions, especially PICOC Model, which include "Population, Intervention or Exposure, Comparison, Outcome(s), Context" (Petticrew and Roberts, 2006).

1.3.3 The Criterion for Evaluating The Rigour of Literature Review

The researcher demonstrate transparency and theoretical saturation. Booth (2006) claims that transparency should be able to recreate the whole procedure in theory and guide the readers to access, retrack and audit all the evidence. Saturation refers to researchers' extensive consideration of the phenomena under investigation, practise the social theories deeply to describe, explain and interpret the study thoroughly (Morse, J.M., 1995). These two criteria are the key to measure the rigour of this literature.

The adaption of reproducibility is not very appropriate in this paper. Because it only uses the original data and methods provided by previous researchers, and it should yield the same or nearly the same results. Besides, only careful record of the experiments performed can assure and guarantee reproducibility. Therefore, reproducibility is not be chosen in this research.

1.4 Critical Explore of Literature Review in The Research

The literature review is thus largely divided into three areas: firstly, it covers the concept and trend for the consumer behaviors of Chinese customers, in order to reveal the root causes for the popularity of the e-commerce. Secondly, it integrates the literature reviews and studies for the emerging concepts such as internet celebrity and online influencer, and this has critically discussed discussion for the concept. Finally, the research includes the latest studies for the livestream e-commerce as well, and this provides the coverage to the core of the academic concept. The adaption of this literature review will also reflect on the natural progression for better understanding of the topics.

Following transparency criteria, this section illustrates the procedure of this literature in order to make this review accessible and auditable.

First, the researcher aims to collect the up-to-date academic journals and studies in the proven academic sources, including the university online library and other proven public academic resources such as Google Scholar, ScienceDirect and CNKI. The study uses the latest studies no more than 10 years old unless it associates with the classic academic theories. Interrogative reading has ensured the researcher could capture the best academic insights and information to drive the goal forward.

Second, a key part of the literature review is to address on the criticalness nature for the study. This has not only covered the agreement and criticisms studies, but also the literature review to seek for the supporting evidences. This has provided the coverage for the selection for the diversified sources, which are addressing on the targeted topic in the multi-angled insights.

Last, the literature review includes the more mixed nature for the research. The literature review is including both the academic theoretical review and empirical studies, as well as the proven news and/or industry research to further enrich the quality for the literature review.

All of these above mentioned principles are delivering the quality insight to build the effective literature review critically.

From the methodology perspective, the researcher uses the following actions:

- Select the online academic resources through the UWTSD online library , Google Scholar, ScienceDirect, CNKI, Research Rabbit and Connected Papers;
- Type into the key terms, including “Chinese e-commerce”, “Chinese consumer online purchase”, “internet celebrity”, “online key opinion leader” , “online influencer” and “livestream e-commerce” and associated areas;

- Then based on the outcome for the researches, the study tweaks the words, to find the additional academic literature for the study;
- Articles are filtered using a blind screening procedure that go through with the titles and abstracts before labeling them to ensure the study could gain the scope for the research, and logged in the annotated bibliography, which will then contributed to the preliminary literature review;
- Next the collected academic studies will be “grouped” and documented, to ensure the structured and critical review for the literature are conducted;
- Once the initial draft has been done, the researcher may repeat the process above, until the literature review has collected sufficient number of reliable studies and academic inputs.

Through scoping and mapping of the review, it is benefit from selecting issues from different perspectives and shape the research question. The researcher can achieve to analyse the importance of personal brand in livestream e-commerce and find out the way to building the personal brand on social media in the emerging livestream e-commerce industry.

Part 2 - An Annotated Bibliography

For each collected annotated bibliography as below, the research is briefly outlined the background, research methodology, conclusion or how this may contribute to the targeted literature review. This part collects the academic journals over the latest study for the livestream e-commerce or some old classic materials for the robust conception.

(1)

Luo, H. et al. (2021) ‘A Study on the Impact of Linguistic Persuasive Styles on the Sales Volume of Live Streaming Products in Social E-Commerce Environment’, *Mathematics (Basel)*, 9(13), p. 1576–. doi:10.3390/math9131576.

Changes in consumer willingness will be influenced by the compelling linguistic words in the livestream industry. The researcher divides the compelling linguistic styles of the livestream host into 5 types which are personal, emotional, logical, rewardable, and exaggerated styles. By adopting the grounded theory and mixed method, it concludes that the personality factor plays the biggest role in the product sales. In contrast, the logic plays the most minimal role during placing an order in the live room. In addition, different product types applied for different linguistic styles.

(2)

Chen, Y. and Xiong, F. (2019) ‘The Business Model of Live Streaming Entertainment Services in China and Associated Challenges for Key Stakeholders’, *IEEE access*, 7, pp. 116321–116327. doi:10.1109/ACCESS.2019.2935005.

A very fierce competition takes place between hosts and hosts union in China and the profit of host institutions relies heavily on the top hosts’ performance.

A majority of hosts are lack of professional guidance and training before taking up the post including the personalized scheme and behavior management.

(3)

Jacobson, J. (2017) ‘I Work in Social’: *Community Managers and Personal Branding in Social Media*. ProQuest Dissertations Publishing.

This is a in-depth qualitative designed dissertation which adopting orienting fieldwork within 3 years and collects data from twenty social media managers by semi-structured interviews in Toronto. One of the limitation the researcher exposes is that the dynamic social media changes day by day so that the fixed concepts can not explain all phenomena.

(4)

Vasconcelos, L. and Rua, O.L., 2021. Personal branding on social media: The role of influencers. *E-Revista de Estudos Interculturais*, (9, Vol. 3).

Because the objective of this study is exploratory, it is appropriate to say that qualitative studies are fitful (Provdanov & Freitas, 2013).

Instagram owned more than 400 million users which turn it into the most influential social platform. This qualitative research uses interview approach about Instagram users to analyse that how they build personal brand in the social media platform. Turning influencer in the social media into an extension of the organization and marketing with them, rather than targeting them, will give consumers and influencers a better experience and feeling.

(5)

Park, J., Williams, A. and Son, S. (2020) ‘Social Media as a Personal Branding Tool: A Qualitative Study of Student-Athletes’ Perceptions and Behaviors’, *Journal of athlete development and experience*, 2(1). doi:10.25035/jade.02.01.04.

This research adopts Self-presentation theory by Goffman which I will use in my paper. Individuals prefer to express multiple identities depending on the situation, making them to shape public views in their favor (Goffman, 1959).

(6)

Urbanová, M. and Slind, T., 2016. Successful Personal Branding on Social Media Creating and building a personal brand via content on YouTube.

This thesis looks into the phenomena of social media personal branding, specifically how successful YouTube users construct and build their personal brands through video by content analysing.

(7)

Lindahl, G. and Öhlund, M., 2013. Personal Branding Through Imagification in Social Media: Identity Creation and Alteration Through Images.

Symbolic interactionism can be found in this research which useful for my paper. Semi-structured interviews with fifteen Instagram users are used to gather empirical data and through the Grounded Theory, to find out that how do the users create their identity by image created in Instagram.

(8)

Vilander, J., 2017. Personal Branding on Social Media and Social Media Based Entrepreneurship.

According to the interview responses by emails, the researcher finds that personal branding is a difficult and time-consuming process; nevertheless, the work put forward usually pays off. The keys to social media success should be authentic, consistent, and present.

(9)

Saputra, A.R., 2019. Effectiveness Of The Use Of Instagram Social Media On Personal Branding Joko Widodo In The First Voters 2019 Election. *Widya Komunika*, 9(2), pp.63-77.

By analysing Ir. H. Joko Widodo in social media who has the second largest number of followers in Instagram, it can conclude that the construction of Joko Widodo's personal brand for the first voting in 2019 was effective and had a favorable influence on his Instagram account.

(10)

Si, R., 2021. *China Livestreaming E-commerce Industry Insights*. Springer Singapore.

This is one of the key book which I would like to refer. The current state of the livestream e-commerce market is discussed in this paper and come up with some argument in the post-pandemic era.

(11)

Cheng, H., Huang, Y.T. and Huang, J., 2022. The Application of DEMATEL-ANP in Livestream E-Commerce Based on the Research of Consumers' Shopping Motivation. *Scientific Programming*, 2022.

This research uses the Delphi method which I may choose in the dissertation if I can not access Austin Li's interview. The results revealed that the livestream seller's attributes are one of the most influencing factors which means "seller popularity", by contrast, the streaming platform is the least effective component.

(12)

Mainolfi G (2020). "Exploring materialistic bandwagon behaviour in online fashion consumption: A survey of Chinese luxury consumers". *Journal of Business Research*, Volume 120, Pages 286-293

The research uses the questionnaire survey covers over 500 participants to understand the Chinese consumer appetites towards online purchase of the luxury goods. This has seen key attracting factors such as materialism brand consciousness and bandwagon

luxury consumption are the key drivers, underpinned by ethnocentrism to boost the luxury online shopping.

The research may provide contribution to understand the key contributing factors for online purchase for Chinese consumers.

(13)

Duarte P and Silva S (2020). “Need-for-touch and online purchase propensity: A comparative study of Portuguese and Chinese consumers”. *Journal of Retailing and Consumer Services*, Volume 55, 102122

Comparisons between Chinese and Portuguese online purchase, and showing Chinese consumer have high level of Need-For-Touch: additional brand touch points could be the key and more under the influence for credit and quality influencer on brand experiences.

(14)

Ma S, Fan Y, Guo J, Xu J and Zhu J (2019). “Analysing online behaviour to determine Chinese consumers’ preferences for electric vehicles”. *Journal of Cleaner Production*, Volume 229, Pages 244-255

Electric vehicle represents the big ticket spending for Chinese consumers, who are growingly using the online channels such as information seeking, comparison, inquiry, and independent comments, this has outlined the huge importance for the online reference group and word of mouth to lead the impacts.

(15)

Ren W (2018). “Mitigation in Chinese online consumer reviews”. *Discourse, Context & Media*, Volume 26, Pages 5-12

The study has seen online consumer reviews could greatly impact the decision making for Chinese consumer purchase: mitigation for these online review impacts may driven by the significant cross-cultural differences, and also proposed the various mitigation theory.

This study has once again greatly demonstrated the huge importance for review, which may link to the national culture for high collectivism.

(16)

Tian W, Yang Y and Yu M (2019). China's consumer spending e-commerce: facts and evidence from JD's festival online sales. *Handbook of US Consumer Economics*, Pages 233-256

The study focuses on Chinese e-commerce giant JD online sale: this has seen booming online sale is directly correlated to the regional income; furthermore, there is distinctive feature for the regional and age heterogeneity for the spending pattern, and key online sold products are cell phone, food and beverage, makeup and cosmetic, digital product and travel and lifestyle products.

The study may potentially indicate the economic model for e-commerce, not only meeting the growing personalized demand for purchase, but also strongly associated with high margin and high frequent purchases.

(17)

Huang J (2017). “The dining experience of Beijing Roast Duck: A comparative study of the Chinese and English online consumer reviews”. *International Journal of Hospitality Management*, Volume 66, Pages 117-129

Study evaluates the cross cultural impact on review for food, restaurant and service for Beijing Roast Duck; this has seen the difference in perceptions towards service orientation, value for money and local foods.

This may also see that e-commerce may drive the differentiation to capture the distinctive needs for the clients.

(18)

Wang B, Fu Y and Li Y (2022). Young consumers’ motivations and barriers to the purchase of second-hand clothes: An empirical study of China. *Waste Management*, Volume 143, Pages 157-167

The Chinese consumers may have specific requirements for products, such as the second-hand clothes, and this is particularly the case for the online sale and review. The survey has seen young consumers are seeking for treasury hunt experiences, and growing focus for the visual experience.

This may pave the way for the livestream e-commerce showing the significant requirements for high interactions.

(19)

Zhou S, Li T, Yang S and Chen Y (2022). “What drives consumers’ purchase intention of online paid knowledge? A stimulus-organism-response perspective”. *Electronic Commerce Research and Applications*, Volume 52, 101126

The study develops the consumer appetites for stimulus-organism-response framework, merging the knowledge platform's elements, products and contributor. The finding has seen that professionalism is the key focus for online knowledge payment intention.

The survey of 450 responses have seen the great focus for knowledge platform interactivity and information quality to maximize client's perception value.

(20)

Chandrasapth K, Yannopoulou N, Schoefer K and Liu M (2022). "A multimodal discourse-mythological approach to understanding brand-based conflicts in online consumer communities: The case of Samsung vs. Huawei". *Journal of Business Research*, Volume 144, Pages 1103-1120

The study assesses the online community for peer-to-peer information rather than company-to-company information, and this sees that consumers are greatly relied on the interactive, information sharing and independent channels to seek for the information, before making the online purchase.

This could once again contribute to livestream e-commerce study, as the study has seen the growing need for the interactivity and information sharing for the Chinese online spending.

(21)

Guo J, Hao H, Wang M and Liu Z (2022). "An empirical study on consumers' willingness to buy agricultural products online and its influencing factors". *Journal of Cleaner Production*, Volume 336, 130403

The research includes 418 online surveys, outlining that purchase for the agricultural product via the e-commerce platform. This drives the even more complicated and dynamic feature for the e-commerce market. The potential contribution has seen that this may lead the success to tailored, bespoke and multilateral focused e-commerce platform and offering to become success in China.

(22)

Cang Y and Wang D (2021). "A comparative study on the online shopping willingness of fresh agricultural products between experienced consumers and potential consumers. *Sustainable Computing: Informatics and Systems*, Volume 30, 100493

The extensive survey compares experienced and potential clients who are eager to buy fresh agricultural products online: the finding concludes quality, online WoM and cold chain logistic to ensure the quality and on time of delivery. This has thus provided the huge benefits and recognition to better understanding for the consumer appetites.

(23)

Kantono K, Hamid N, Ma Q, Chadha D and Oey I (2021). "Consumers' perception and purchase behaviour of meat in China". *Meat Science*, Volume 179, 108548

A similar approach has also focused on understanding the consumer behavior for the meat purchase for Chinese consumer. The questionnaire provides the insights see the country of origin, quality characteristics and convenient locations as key considerations.

(24)

Liu H, Feng S, Hu X (2022). “Process vs. outcome: Effects of food photo types in online restaurant reviews on consumers’ purchase intention”. *International Journal of Hospitality Management*, Volume 102, 103179

The study uses the experimental design to evaluate the influence of online review, with the focus for the role of food photo to the purchase intention. Photo has been discovered to be far more powerful and influential in providing higher perceived meal quality and experiencing value, as well as increasing eating motivation.

Once again, the research may contribute to the understanding for rising livestream e-commerce, seeing the importance for the interactivity to attract the attention and influence on the consumer decision.

(25)

Klein A and Sharma V (2022). “Consumer decision-making styles, involvement, and the intention to participate in online group buying”. *Journal of Retailing and Consumer Services*, Volume 64, 102808

The study investigates the connection between consumer decision-making pattern and consumer involvement, as well as their combined effects. This drives the involvement to for the collective buying perception, and the importance for the website management and engagement.

This is again aligned with earlier finding for the Chinese culture, such as collectivism is the key to boost the impact; this could also boost the livestream e-commerce, and important for the internet celebrity to gain the success.

(26)

Cui X et al (2022). “Understanding the omnichannel customer journey: The effect of online and offline channel interactivity on consumer value co-creation behavior”. *Journal of Retailing and Consumer Services*, Volume 65, 102869

The study interprets the value of consumers co creation behavior or VCB via the online and offline channel. This has found the cross-channel consistency, and seeing the brand involvement is the key to drive the optimization between the online and offline channels.

The finding is particularly useful, as it has once again demonstrated the VCB for the brand, which could interpret for the nature for the social media nature for the e-commerce.

(27)

Wu Y, Liu T, Teng L, Zhang H and Xie C (2021). “The impact of online review variance of new products on consumer adoption intentions”. *Journal of Business Research*, Volume 136, Pages 209-218

Once again a good work for the consumer behavior for the online review for their purchase decision: it has been observed that the online review with the focus for the product newness, uniqueness perception and restrained cultures are delivering the core insights towards the business disciplines.

(28)

Wang E, An N, Geng X, Gao Z and Kiprop E (2021). “Consumers’ willingness to pay for ethical consumption initiatives on e-commerce platforms”. *Journal of Integrative Agriculture*, Volume 20, Issue 4, Pages 1012-1020

The study acknowledges the fast growing e-commerce in China, and study has further investigated the quality perception and consumer preferences. The research focuses on Apple’s product, concluding the quality perception is the key attribute for consumers’ willingness to buy in the e-commerce world.

This has further paved the way, showing that internet celerity or livestream e-commerce may focus on these areas to become even more attractive and successful to capture the consumers’ expectation and beyond.

(29)

Le T, Arcodia C, Novais M and Kralj (2022). “How consumers perceive authenticity in restaurants: A study of online reviews.” *International Journal of Hospitality Management*, Volume 100, 103102

Study focuses on authenticity for the restaurant experiences, in the form of the online review. This links with Cohen’s emergent authenticity, seeing the consumers are growingly focused in the areas of inherent qualities, characteristics, values, intention and goal of producers from online review to make the purchase decision.

(30)

Wang F, Wang M, Wan Y, Jin J and Pan Y (2021). “The power of social learning: How do observational and word-of-mouth learning influence online consumer decision processes?” *Information Processing & Management*, Volume 58, Issue 5, 102632

The concept of social learning emerges as the key for the online consumer decision, and this is particularly via the word of mouth learning influencer in the area. This has again emerged as the key differentiation for the social learning and motivation reinforcement, promoting the clients to make the purchase.

The study could strongly link with the livestream e-commerce, as personal branding for the internet celebrity could be the catalyst to drive the observational learning and WoM learning to boost the decision.

(31)

Xiao Z, Wang J, Lenzer J and Sun Y (2017). “Understanding the diversity of final delivery solutions for online retailing: A case of Shenzhen, China”. *Transportation Research Procedia*, Volume 25, Pages 985-998

The growing focus for the convenient, cost effective and reliable logistic networks is the key to drive the success for online retail. This study has also emphasized for the huge demand for the Chinese consumers for the on-time delivery. The study outlines the infrastructure is the key to support the e-commerce focus to drive the success.

(32)

Chen J, Fan T, Gu Q and Pan F (2022). “Emerging technology-based online scheduling for instant delivery in the O2O retail era”. *Electronic Commerce Research and Applications*, Volume 51, 101115

The study has further outlined the role of technology for supporting the online retail; as this has seen the scheduling algorithm are widely used for the optimization of the delivery, which has played the pivotal supports to industry. This is delivering the core infrastructure to the business to drive the goal and realize the core insights to lead the goal forward.

(33)

Su M, Fang M, Kim J and Park K (2022). “Sustainable marketing innovation and consumption: Evidence from cold chain food online retail”. *Journal of Cleaner Production*, Volume 340, 130806

This research has emphasized the importance for the sustainability for the online food retail, and deliver the mutual benefits: on one hand, this has lowered the e-commerce business operational costs and raising the brand equity; on the other hand, this also captured the increasing ethical standard for the consumers.

This may further pave the new finding to better capture the emerging trend for the consumer decision, and thus to boost the relevant impacts.

(34)

Li Z, Wang D, Yang W and Jin H (2022). “Price, online coupon, and store service effort decisions under different omnichannel retailing models”. *Journal of Retailing and Consumer Services*, Volume 64,102787

The research has critically evaluated the impact for the multiple channels including Buy Online, BOPS, showroom and interactive model. However, the finding has seen the overwhelming impact in the areas of the price, coupon value and service efforts.

This may further pave the way to livestream e-commerce, as celebrity or online key opinion leader may leverage on the large base of loyal fans as the bargaining powers to seek for the best bargains to the clients.

(35)

Jiang D, Li X, Aneja Y, Wang W and Tian P (2022). “Integrating order delivery and return operations for order fulfillment in an online retail environment”. *Computers & Operations Research*, Volume 143, 105749

The issue has been critically interpreted with the fulfillment program for the online retail: this is particularly when there is spike demand, as well as the ever increasingly complicated returns policy and fulfillment.

This provides the managerial insights for online business to optimize the fulfillment efficiency. This driven key for maintaining the customer satisfaction.

(36)

Liyanaarachchi (2021). “Managing privacy paradox through national culture: Reshaping online retailing strategy”. *Journal of Retailing and Consumer Services*, Volume 60, 102500

The interview driven research has covered millennial from 13 countries; this has seen the different cultures may different perceptions and sensitivities towards the privacy for the online sale. This has seen with the rising level of the recognition for personal information technology, this plays the pivotal role to capture the growing focus and also rising the compliance standard for the business.

(37)

Li X, Zhao X, u W and Pu W (2020). “Measuring ease of use of mobile applications in e-commerce retailing from the perspective of consumer online shopping behaviour patterns”. *Journal of Retailing and Consumer Services*, Volume 55, 102093

The study focuses on the e-commerce via the mobile app, and seeing that easy to use is the key feature to attract the users via the efficient information state transition.

The finding could be extremely effectively to the livestream e-commerce, as much of this is vital to the mobile app, and emerge as the core to the livestream e-commerce.

(38)

Che W, Yang M and Li J (2022). The impact of internet celebrity economy on sustainable city design: From the perspectives of economics and carbon emissions. *Sustainable Cities and Society*, Volume 78, 103631

The impact of the online celebrity economy on sustainable city design has been studied, and the findings show that internet famous stores, consumers, and cities all benefit from it, indicating the internet celebrity could be the key to drive the sustainable development for the urban development. This is also the key to illustrate the huge impact for internet celebrity in the contemporary society and economy.

(39)

Park H and Lin (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, Volume 52, 101934

The streaming platform has boosted the celebrity endorsement, and fulfill the compare and contrast hypotheses to match the products with consumer attitude. The study has including the livestream shopping in China, and outsourced the key factors such as source trustworthiness, hedonic attitude and self-product fit are the key factors for the internet celebrity to boost sale among live streaming shopping.

(40)

Juntimwasarakij S (2018). Framing emerging behaviors influenced by internet celebrity. *Kasetsart Journal of Social Sciences*, Volume 39, Issue 3, Pages 550-555

Internet celebrity has emerged as boost of technology and capitalism, and become an effective and attractive manner to target the younger generations. This has further seen the social cultural difference could lead to the different perceptions towards the celebrity meaning, status, capital and culture.

The finding aligns with livestream e-commerce to see the huge importance and attractive to the younger clients, as well as the tailored bespoke and perceptions towards consumer decision.

(41)

Jones S, Cronin J and Piacentini (2022). Celebrity brand break-up: Fan experiences of para-loveshock. *Journal of Business Research*, Volume 145, Pages 720-731

The research has shown the sour side of the internet celebrity, where loyal fan could become emotional attached to the kind of love. The research analyses the break-up for the celebrity with the brand, and lead to the concept of the grief enfranchisement, flagellation and indignation to drive the goal forward.

(41)

Hou L (2022). Network versus content: The effectiveness in identifying opinion leaders in an online social network with empirical evaluation. *Statistical Mechanics and its Applications*, Volume 592, 126879

The research has delivered the network analysis, to therefore identify the key person as the opinion leaders, including the network feature and content feature: this has observed the network contagion and natural accretion are the key driver for the opinion leaders. The finding has seen the opinion may focus on both the network and content networks to maximize the impact, and become the attractive to the fan even after the breakup.

(42)

Jain L, Katarya R an Sachdeva S (2020). Recognition of opinion leaders coalitions in online social network using game theory. *Knowledge-Based Systems*, Volume 203, 106158

With the advancement of technology, social networks have become increasingly important in human existence, and the research developed a game theory-based opinion leader detection method to find the best coalition of opinion leaders. This is the key to leverage on power of coalition and synergistic outcome.

This could be applied into the livestream e-commerce, as it may provide the options for the coalition to further boost the attractiveness and successfulness to the clients.

(43)

Li Y, Li G and Kou G (2022). Consensus reaching process in large-scale group decision making based on opinion leaders. *Procedia Computer Science*, Volume 199, Pages 509-516

The study offers the following process for attaining consensus in big groups relied on opinion leaders: This provides the insights that sub-cluster of the clients have distinctive insights: the direct consequence has seen opinion leaders may could be more focused, to therefore become the top player in the focused areas.

(44)

Chen J, Kou G, Wang H and Zhao Y (2021). Influence identification of opinion leaders in social networks: an agent-based simulation on competing advertisements. *Information Fusion*, Volume 76, Pages 227-242

The opinion leader plays the key role of the interactive influence of competitive product information dissemination: this may see the opinion leader may drive the evolution process and the creation of various information diffusion mechanisms.

The information is contributing to the information management of livestream e-commerce, helping the more targeted and effective management of clients and merchandise.

(45)

Wang Y, Lee S and Ye Q (2021). Opinion leaders in eco-innovation diffusion: Analysis of information networks for waste separation in Shanghai. *Resources, Conservation and Recycling*, Volume 174, 105822

The research delivers the case that opinion leader to promote the waste management in Shanghai; the finding has seen that information diffusion process is occurred with network analysis and information exchange, and seeing that opinion leaders are playing the pivotal role to drive the information forward. The diffusion to unique context for the eco-innovation and drive the policy implementation is an effective approach to lead the success.

(46)

Dang D, Kautz K, Hoang A and Pittayachawan S (2022). Identifying information security opinion leaders in organizations: Insights from the theory of social power bases and social network analysis. *Computers & Security*, Volume 112, 102505

The social media opinion leaders are seeing formal and informal leaders to drive the organizational network for the impact. This has seen that influential information security is providing the rewarding and sanctioning for the InfoSec behaviors, to therefore boost leadership and impact to clients.

(47)

Wang Z, Liu H, Liu W and Wang S (2014). Understanding the power of opinion leaders' influence on the diffusion process of popular mobile games: Travel Frog on Sina Weibo. *Computers in Human Behavior*, Volume 109, 106354

The study has once again found that the huge importance for the key opinion leader to promote the information diffusion process, as those celebrities may have more profound and diversified impacts. The study has seen that number of followers may not necessary means more interaction, but key opinion leader may impact the consumer driven information such as re-tweeting could significantly increase the scale of the information diffusion.

(48)

Li Y, Ma S, Zhang Y, Huang R (2013). An improved mix framework for opinion leader identification in online learning communities. *Knowledge-Based Systems*, Volume 43, Pages 43-51

The research focuses on opinion leaders in social networks for ability to influence. The study developed the mix framework for opinion leaders, which incorporates the textual content, user behaviour and time, as well as the key feature of expertise, novelty, influence and activities. The study has further evaluated the longevity and centrality to boost the overall insights for the opinion leader for the online learning communities.

(49)

Li F and Du T (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support Systems*, Volume 51, Issue 1, Pages 190-197

Research has conducted the empirical studies for opinion leader for the channel for word of mouth marketing to promote product and services. The research includes the opinion leader identification: the framework identifies the hot topics including the products, and boost the information disseminator to lead the effective marketing strategies.

(50)

Xing Y, Wang X, Qiu C, Li Y and He W (2022). Research on opinion polarization by big data analytics capabilities in online social networks. *Technology in Society*, Volume 68, 101902

The research has evaluated the big data driven conceptual model to evaluate the opinion polarization on Weibo, and this has formed the sentiment analysis, community detection and topic identification. The finding has also seen that research is to drive the online opinion could be the core to boost the controversial issues, and emphasize the key for the big data analytic capabilities driven insights.

(51)

Luqiu L, Schmierbach M and Ng Y (2019). Willingness to follow opinion leaders: A case study of Chinese Weibo. *Computers in Human Behavior*, Volume 101, Pages 42-50

Weibo is Chinese Twitter and full of the onion leaders which may engage with manipulation for the tone of comments. The research found conflicting evidence that uncivil comments can be separated from merely critical ones. The study has further concluded the importance for the opinion leader, which has seen the personality and friendship line for the decision to follow the opinion leaders.

(52)

Xiong Y, Cheng Z, Liang E and Wu Y (2018). Accumulation mechanism of opinion leaders' social interaction ties in virtual communities: Empirical evidence from China. *Computers in Human Behavior*, Volume 82, Pages 81-93

Research evaluates the Opinion Leader OL and Virtual Communities VC relationship: this has seen the OL needs to continuously maintain and develop social interaction with the VC, and this also aligns with the knowledge contribution and self-identity to affect social interaction via knowledge contribution. The study also concludes the social interaction also exists in the indirect and reciprocity manner.

This may explain the finding that how Chinese live streaming celebrity have often conducted the promotion on the daily bases for hours, and this sees the continuous communications with the clients and beyond.

(53)

Jansen N and Hinz O (2022). Inferring opinion leadership from digital footprints. *Journal of Business Research*, Volume 139, Pages 1123-1137

The identification for the opinion leadership could emerge as the new data science, and the study has used the traditional identification approach for tracking Facebook digital footprints. The best influencing skills to lead the aim forward are distinguishing what one knows and how active one is.

(54)

Lee Y, Yang , Hsu C and Wang J (2019). A longitudinal study of leader influence in sustaining an online community. *Information & Management*, Volume 56, Issue 2, Pages 306-316

The online leader is catalyzing power for sustain online community. The study exams dynamics for the online leader, via the social network analysis with qualitative insight, the key trends have been identified as responsive expert leader, multi board connectors and social bond leader. This leads to ideas like relay races, where the baton is passed between multiple leaders with diverse leadership styles, fostering favorable outcomes for the users.

(55)

Zhang M, Liu Y, Wang Y and Zhao L (2022). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, Volume 127, 107052

The focus for the interactivity and improved IT have built the foundation for the trust building in the livestream; however, the level of the trusts is strongly associated with customer continuance intention, as the livestream may remove some of the barrier of

communication. The effective livestream is the key to leverage the trusts and put the consumers' faiths into the product, and thus translate into the business opportunity.

(56)

Lu B and Chen Z (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, Volume 58, Issue 7, 103509

The finding has seen the livingstream is the new growth areas for e-commerce, and study focuses on evaluating the focus for the purchase intention for the core online market including clothes and cosmetics. The key has seen the livestream provides the experience and visual insights to consumers, and this has helped the remove of uncertainty and become the key to cultivate trust to capture the traits and values for the clients.

(57)

Gao X, Xu X, Tayyab S and Li Q (2021). How the live streaming commerce viewers process the persuasive message: An ELM perspective and the moderating effect of mindfulness. *Electronic Commerce Research and Applications*, Volume 49, 101087

The formation of Elaboration Likelihood Model or ELM has provided the popularity to affect the perceived persuasiveness for the consumers, which then lead to the extensive focus for the purchase and response intention. The finding has proven that those central factors including information completeness, accuracy and currency, as well as the peripheral route factors including streamer trustworthiness, attractiveness, consistency and co-viewed involvement are the core to drive the livestream commerce to the next level, driving the positive purchase intention for the areas.

(58)

Xie C, Yu J, Huang S and Zhang J (2022). Tourism e-commerce live streaming: Identifying and testing a value-based marketing framework from the live streamer perspective. *Tourism Management*, Volume 91, 104513

The livestream has also been widely used into the tourism product and marketing, and the research uses the various study to illustrate the value based marketing theory, alongside with three order factorial model, This has seen that livingstream has effectively adapted the latest technology development, to therefore empower the technology enabled tourism marketing to lead the goal forward.

(59)

Kang K, Lu J, Guo L and Li W (2021). The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live

streaming commerce platforms. *International Journal of Information Management*, Volume 56, 102251

The research has centralized the consideration for the interactivity with customer engagement. This has revealed that livestream commerce is the key to mediating such relationships, with varied customer ratings and membership tenure moderating the engagement and strengthening the bond.

The research has used the extensive review for over 3.5 million online comments, combining the real time online data to prove and emphasize the huge importance for the livestream commerce research.

(60)

Sun Y, Shao X, Li X, Guo Y and Nie K (2020). A 2020 perspective on “How live streaming influences purchase intentions in social commerce: An IT affordance perspective”. *Electronic Commerce Research and Applications*, Volume 40, 100958

The livestream has transformed the user behavior and experiences; however, the research is positioned to address on some of the shortfalls, such as self-reporting bias. The study is therefore to evaluate the causal relationship between the livestream and consumer purchase, and enhanced the econometric model, natural experimental and longitudinal studies.

The study has further enriched the relationship, and seeing that the livestream may need to be evolve with the fast changing trend of consumer appetites to create the even greater success.

(61)

Sun Y, Shao X, Li X, Guo Y and Nie K (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, Volume 37, 100886

The study has further delivered the empirical study for surveying the customer purchase and after sale satisfaction via the livestream commerce. This has highlighted the key factors including the visibility affordance, meta voicing affordance and guidance shopping affordance are the key influencing factors to drive the satisfaction. This is also the key to highlight the importance of IT affordance for social commerce to drive the bigger goal.

(62)

Wongkitrungrueng A and Assarut N (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of Business Research*, Volume 117, Pages 543-556

The livestream emerged as the increasingly popular direct selling tool, and the study has integrated the extensive literature and academic study to drive the comprehensive framework for the relationship between customer perceived value, customer trusts and engagement for the livestream. This also found the highly influential symbolic value, where the elucidating of role is the key to drive up the sale and customer engagement as a result of the increased trusts.

(63)

Zhou M, Huang J, Wu K, Huang X, Kong N and Campy K (2021). Characterizing Chinese consumers' intention to use live e-commerce shopping. *Technology in Society*, Volume 67, 101767

The research addresses the psychological factors to affect the adoption of the livestream e-commerce to the customers; this has seen the building of Unified Theory of Acceptance and Use of Technology: the research uses the extensive e-commerce regression analyses, outlining the key factors that are delivering the core insights.

The research could drive the benefits to better understanding the key influencing factors, and provide the improved the livestream commerce services to drive the goal.

(64)

Liao S, Widowati R and Puttong P (2022). Data mining analytics investigate Facebook Live stream users' behaviors and business models: The evidence from Thailand. *Entertainment Computing*, Volume 41, 100478

The research has examined over 3,000 FB live cases from understanding the key impact for the livestream, in terms of the interaction broadcasting and the ultimately impact to clients. Via the comprehensive data mining and association rules and clustering analyses, the study concludes clients with different knowledge pattern, user profile and behavior may have very distinctive insights for the social commerce, and this may help the livestream commerce business to adapt the tailored strategy and focused product range to capture the needs of clients. This has seen the livestream commerce may not work for "one for all" model.

(65)

Ma Y (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations. *Telematics and Informatics*, Volume 59, 101562

The study delivers the critical insights for the Chinese consumer appetite and intention for the livestream shopping. It has driven the key causes for the livestream shopper are hedonic, social and utilitarian gratification; furthermore, this may also seen the perceived enjoyment, boosting social interaction and presences are playing the positive

impact, and this has been underpinned by the experience focused orientation. Out of which, the digital celebrities are the catalyst to drive the popularity of the livestream commerce, and this may also explain how some of the top Chinese digital celebrity may bring billions of sales.

(66)

Li Y, Li X and Ci J (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, Volume 60, 102478

The study has critically evaluated the user stickiness, with the focus for the social and technical factors. Once again, the finding has seen that high level of social interaction as well as the brand/personal identification are the boosters to emotional attachment, and this may further promote the synchronicity and vicarious expression for the platform attachment. The rising level of the emotional attachments are thus the key to boost the stickiness for the clients.

(67)

Xu X, Huang D and Shang X (2021). Social presence or physical presence? Determinants of purchasing behaviour in tourism live-streamed shopping. *Tourism Management Perspectives*, Volume 40, 100917

The research provides the augment that tourism industry could be overhauled with the livestream shopping, as people may seek the experiences via the ever growing interactive and improved technology such as the livestream, rather than physically go to the places.

The finding has seen that physical presence could affect number of unsalable products, where social presence alone may does not have the significant impact for the sale outcomes. The study has collected over 300 real time livestream events to concludes combined and optimized social and physical presence may be the key to maximize the impact for the livestream purchase.

(68)

Liu H, Tan K and Pawar K (2022). Predicting viewer gifting behavior in sports live streaming platforms: The impact of viewer perception and satisfaction. *Journal of Business Research*, Volume 144, Pages 599-613

The research has analyzed the key message and virtual gifts, which are the great invention for the livestream commerce. The finding has seen that value perception for the clients are some of the most important ones, as this provides the mental satisfaction via the mediation effect, alongside with increasing interactivity and mental satisfaction.

This has created the new dimension for the livestream commerce, and creative feature such as virtual gifts could be the key to boost the interactivity and beyond.

(69)

Peng L, Lu G, Pang K and Yao Q (2021). Optimal farmer's income from farm products sales on live streaming with random rewards: Case from China's rural revitalisation strategy. *Computers and Electronics in Agriculture*, Volume 189, 106403

Alongside with the focus for consumer appetites, this has also seen that the live stream may deliver the huge benefits to farmers and boost their incomes. In the past, farmer may lacking the effective distribution channels, and with little if any of bargaining power with the buyers. Now, the livestream has reduced the intermediates and provided the direct channels to the end clients. This could further helped the wider community to take advantage for the new forms of the commerce.

(70)

Li Y and Guo Y (2021). Virtual gifting and danmaku: What motivates people to interact in game live streaming? *Telematics and Informatics*, Volume 62, 101624

The finding has seen some of the new motivation for the user to send virtual gifts to the game livestream, and this creates the new dimension for the interactive behavior for the gifts. The finding has seen that sending the virtual gifts are the key to boost consumer participative behaviors, leading not only the interactivity, but also the mental satisfaction in terms of motivation of participation, the contribution to the works, and also the collective actions to fulfill the mental benefits.

(71)

Zhang S, Liu H, He J, Han S and Du X (2021). A deep bi-directional prediction model for live streaming recommendation. *Information Processing & Management*, Volume 58, Issue 2, 102453

User experience is in the centric for the success of live streaming, as both viewer and anchor could change their preference dynamically. The research focuses on modeling the behavior to improve the recommendation accuracy. The study has proposed the bi-directional predication model: predicting viewers' next favorite anchor, and also the anchor's future audiences, and this is the key to boost the embedding, cross attention and better match the offer and demand. The improved model could be seen as the catalyst to enhance the match, effectiveness and experiences.

(72)

Singh S, Singh N, Kalinic Z and Liebanan F (2021). Assessing determinants influencing continued use of live streaming services: An extended perceived value

theory of streaming addiction. *Expert Systems with Applications*, Volume 168,114241

The research has adapted the perceived value theory, outlining the core consumer benefits including the innovativeness and enjoyment are some of the new experiences that consumers may have; additionally, the study has seen the potential addictions for the streaming for the heavy viewing, which are showing the convenience value, social implication and also the technology backed interactivities are some of the key factors. The study has also suggested key focus for the consumption value, and their core attractive and personal experiences are the catalyst to lead the success.

(73)

Li R, Lu Y, Ma J and Wang W (2021). Examining gifting behavior on live streaming platforms: An identity-based motivation model. *Information & Management*, Volume 58, Issue 6, 103406

The study focuses on the gifting behavior for the livestream platform: it incorporates the identity-based motivation model, showing the gifting behavior may not only showing the class and relation identifies between the viewer and live streaming celebrities, but also to connect the social density for the effects.

The gifting has thus provided the alternative insights for the live streaming services, and thus to create the goal in the future.

(74)

Booth, A., Sutton, A. and Papaioannou, D. (2016) *Systematic Approaches to a Successful Literature Review*.

This is the key handbook for analysing the approaches of literature review. Besides, it shows the structure of organising a literature review as well.

(75)

Wisker. (2015). Developing doctoral authors: engaging with theoretical perspectives through the literature review. *Innovations in Education and Teaching International*, 52(1), 64–74. <https://doi.org/10.1080/14703297.2014.981841>

It argues that literature review shows iterative development and teach the doctoral researchers about the way to write a literature review.

(76)

Efron, SE, & Ravid, R. (2018) *Writing the Literature Review : A Practical Guide*, Guilford Publications, New York. Available from: ProQuest Ebook Central. [5 May 2022].

The researcher can learn the purpose and content of writing a literature review.

(77)

Pritchard, D., 2014. *What is this thing called knowledge?*. Routledge.

It introduces the concept and scope of knowledge especially propositional knowledge.

(78)

Jesson, J.K. and Lacey, F.M., 2006. How to do (or not to do) a critical literature review. *Pharmacy education*, 6(2), pp.139-148.

This article is very useful of differentiating a systematic review with other research method.

(79)

Morse, J.M. (2003) 'A Review Committee's Guide for Evaluating Qualitative Proposals', *Qualitative health research*, 13(6), pp. 833–851. doi:10.1177/1049732303013006005.

There is a diagram which contribute to write a integrated research proposal.

(80)

Alhojailan, M.I., 2012. Thematic analysis: A critical review of its process and evaluation. *West east journal of social sciences*, 1(1), pp.39-47.

This article helps to know the knowledge of thematic analysis, which belongs to qualitative analysis and can deal with data interpretation.

(81)

Hu, M. and Chaudhry, S.S. (2020), "Enhancing consumer engagement in e-commerce live streaming via relational bonds", *Internet Research*, Vol. 30 No. 3, pp. 1019-1041. <https://doi.org/10.1108/INTR-03-2019-0082>

This article is one of the earliest empirical research on livestream e-commerce.

(82)

Lisichkova, N. and Othman, Z., 2017. The impact of influencers on online purchase intent.

This dissertation introduces the knowledge of online influencers including the definitions.

(83)

Marwick, A. (2013). “They’re really profound women; they’re entrepreneurs”: Conceptions of authenticity in fashion blogging. Presented at the International Conference on Web and Social Media, Cambridge, MA, 8 July.

This paper categorises the social media influencers.

(84)

Marwick, A. (2016). You may know me from YouTube: (Micro-) Celebrity in social media. In *Marshall, P.D., & Redmond, S. (Eds.), A Companion to Celebrity (pp. 333-350)*. West Sussex, UK: John Wiley & Sons, Inc.

This article give an exploration of the micro-celebrities.

(85)

Jacobson, J., 2020. You are a brand: social media managers’ personal branding and “the future audience”. *Journal of Product & Brand Management*.

This paper shows the development of personal branding in the literature review part and theoretical framework part is very useful for the research.

(86)

Khamis, S., Ang, L. and Welling, R. (2017), “Self-branding, ‘micro-celebrity’ and the rise of social media influencers”, *Celebrity Studies*, Vol. 8 No. 2, pp. 191-208, doi: 10.1080/19392397.2016.1218292.

This article combines self brand and online influencer which is very useful in this research.

(87)

Kotler, P., Wong, V., Saunders, J. and Armstrong, G. (2005), *Principles of Marketing*, 4th Ed., Prentice Hall, Harlow.

This research shows Kotler's classic marketing theories which may be useful in the research study.

(88)

Robinson, L. (2007), "The cyberself: the self-ing project goes online, symbolic interaction in the digital age", *New Media & Society*, Vol. 9 No. 1, pp. 93-110.

This paper discusses symbolic interaction to frame the self project online.

(89)

Crotty, M. (1998). *The Foundations of Social Research: Meaning and Perspective in the Research Process*. London: SAGE Publications Ltd

Crotty explains detailed philosophy theories and combines with methodology to shape the research.

(90)

Denscombe, M (2010), *The Good Research Guide: for small scale social research projects*, 4th edn, McGraw-Hill, New York

This book introduces the data collection method and research strategies.

(91)

Maxwell, J.A. (2005), *Qualitative research design: An interactive approach*, 2nd ed, Thousand Oaks, CA: Sage.

This book includes conceptual framework and the way to write a proposal.

(92)

Creswell, J. W. (2014). *Research design: Qualitative, Quantitative and Mixed Method Approaches* (4th ed.). Thousand Oaks, CA: Sage.

This book tells the detailed five research methods which will be adopted in the research .

(93)

Cohen, L.; Manion, L. and Morrison, K. (2007), *Research Methods in Education*, 6th edn, Routledge, New York: USA

Validity and reliability are included in this book which the research need in dissertation.

(94)

Bryman, A. (2004), *Quantity and Quality in Social Research*, Routledge, New York: USA.

This book examines the conflict between quantitative and qualitative research that began in the 1960s.

(95)

Wisker, G. (2008) *The postgraduate research handbook : succeed with your MA, MPhil, EdD and PhD*. 2nd ed. Gina Wisker 1951- (ed.). Basingstoke :, Palgrave Macmillan.

This book contributes on how to start a research especially the research questions.

(96)

Md Saad, & Yaacob, Z. (2021). *Building a Personal Brand as a CEO: A Case Study of Vivvy Yusof, the Cofounder of FashionValet and the dUCk Group*. SAGE Open, 11(3), 215824402110302-. <https://doi.org/10.1177/21582440211030274>

This research adopt honeycomb framework to analyse the factors of building personal brand through media platform among CEOs.

(97)

Norman K. Denzin & Yvonna S. Lincoln (eds.) (2018) *The SAGE handbook of qualitative research* . Fifth edition. Thousand Oaks, CA. :, Sage.

Detailed qualitative paradigm is illustrated in this book and that may be referenced.

(98)

Cunliffe. (2016). Republication of “On Becoming a Critically Reflexive Practitioner.” Journal of Management Education, 40(6), 747–768. <https://doi.org/10.1177/1052562916674465>

This research display the reflexivity in practical research.

(99)

Bell, & Waters, S. (2018). Doing your research project : a guide for first-time researchers (Seventh edition.). McGraw-Hill Education.

The way to conduct a research and to be a researcher is introduced by this project.

(100)

Saunders, Lewis, P., & Thornhill, A. (2019). Research methods for business students (8th edition.). Pearson.

This project present the methodology of research in business school.\

Part 3 - Preliminary Literature review (Word count: 3481)

3.1 Historical Background of The Broad Overview

During the course of the past few years, the livestream e-commerce has become the engine for e-commerce growth in China. This has not only created the new household internet celebrities and online influencers such as Austin Li who has made billions of sales via the livestream services and tens of millions of fans, but also cascade the huge importance to a wide range of stakeholders including but not limiting to consumer, society, e-commerce business, technology platform and authorities (Si, 2021). Additionally, the fast emerging concept of livestream e-commerce has also associated with the concepts such as internet celebrity, online influences and also the formation for the personal brand, to therefore drive the profound impacts (Urbanová, M. and Slind, T., 2016).

The study has seen that current academic studies have lacked the comprehensive insight on this fast changing and dynamic feature for the livestream e-commerce, combined with the key personal branded celebrity or influencer to play the role.

The literature review is thus divided into three core areas: first, the literature review addresses for the Chinese e-commerce market, combined with the focus for the Chinese

consumer behaviors and appetites. This could explain the attractiveness and popularity for the e-commerce, and how the consumer behavioral changes may underpinned the rising recognition to livestream e-commerce (Cheng et al., 2022). Second, the literature review covers the core concepts including the internet or digital celebrities, and online influencers, to therefore further focus on the targeted research for the livestream e-commerce celebrity. Finally, literature review also captures the latest study for live stream e-commerce, and also the role for personal branding of the livestream host during the process. This has helped the research to further identify the key academic application for the targeted research.

3.2 Close Examination and Selection of Key Conception

e-commerce industry: Si, R.(2021) defines that live e-commerce is the promotion and sale of goods via live streaming. Livestream is fundamentally just a traffic tactic, with the ultimate goal of selling things and increasing turnover. It's a brand-new marketing technique that blends live streaming and online shopping.

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Personal Brand:

Khamis et al. (2017) supports Marwick,(2016) earlier work by also findings that distinguished from human brands for traditional celebrity, personal brand can be applied to a few well-known individuals.

Jacobson (2020) defines personal brand as the act of gathering, organizing, and classifying personal data by external image and inner qualities in order to create a full impression for other individuals to recognize one's identity. Building an effective personal brand can amplify value and enhance influence.

3.3 Chinese E-commerce Growth and Consumer Behavior

According to McKinsey (2020), China has emerged as the largest e-commerce in the world so far: the trend has been accelerated by the pandemics, but also other factors such as the large and centrally resided populations providing the scale of economy benefit; the relative low cost of labour; the excessive focus and seeking for the convenience and accessibility; the consumer appetites in terms of finding the best bargains etc. McKinsye (2020) expected Chinese e-commerce market is going to increase continuously and play an even bigger role to drive the transformation for the industry. Tian et al. (2019) has analyzed Chinese e-commerce giant JD.Com, seeing e-commerce has gained the huge success, not only in terms of the revenue, footprint and client coverage, but also moving from general merchandise to grocery and services. This has seen the comprehensive coverage and One Stop shopping and service experiences.

However, some of the core studies are emphasizing for the consumer behaviors, illustrating how Chinese consumers' appetites and decision makings are behind the increasing popularity of e-commerce.

Duarte and Silva (2020)'s study has evaluated the Chinese online purchase, and emphasizing for the key concept that consumers for "Need To Touch"; the finding has seen Chinese consumers are taking the benefits for the convenience and limitless accessibility alongside with the experiences. This may further outline the positions for livestream, covering the gap between the convenience and NTT experiences. Ma et al. (2019) have delivered the comprehensive insight for Chinese consumers' online spending: in the past, clients may have limited information and comparable features when make the purchase in the physical shops; however, e-commerce provides superior experiences for information seeking and comparisons; this could help the consumer to select the best deal in the relaxed manner. Furthermore, Ma et al. (2019) has emphasized the information seeking for the independent comments from peer review, which may further impact the decision making. This has been supported by Ren (2018), arguing the culturally minded independent review is delivering huge impacts to online consumer buying, as this could mitigate some of the challenges and bad buying from the clients. Huang (2017)'s finding has further supported this view: seeing that in the restaurant industry where it is much depended on the cuisine taste and service, and review from other clients are delivering the key to the benefit.

Zhou et al. (2022) has conducted the empirical study, showing that online stimulus are also the key to capture the consumer decision. This is particularly the case in the Big Data era, where targeted marketing could be used in e-commerce. Guo et al. (2022) have also interpreted the dynamic consumer appetites: with the focus for the agricultural products, e-commerce does not only provide direct access to producers, but also to reflect in the dynamic and complicated factors including health awareness, store word of mouth, price factors, convenience and familiarity for the decision. Kantono et al. (2021)'s study also focused on online meat purchase, and questionnaire survey indicated that e-commerce may provide more clarified information for influencing factors of country of origin, quality characteristic and convenient location, to therefore enable the users have the flexibility and freedom on selecting the most suitable option for themselves.

There are numerous studies emphasizing for the cultural consideration for e-commerce. Klein and Sharma (2022) have seen that Chinese consumer purchase is greatly emphasized for the collective impact, and this may link with common perceptions, public trusts and potential collective bargaining powers, and this links well with Hofstede (2022) national cultural theory showing the highly collective nature for Chinese consumer and beyond. Another illustration could be seen in Wu et al. (2021)'s study: the study has believed online review plays the exceptionally influential role on consumer adoptions: this has seen that consumers may disproportionately focus on comments from others, to gain the independent and public recognized view to lead the

success. Wang et al. (2021) have further stressed the concept of the internet celebrity and online influencer may become even bigger success in China: they could play the key role to gain the trusts, where the large crowds of supporting comments and purchase decision may lead to mutual support and recognition in the areas. Thus this has further seen the cultural minded consumer decision are supporting the growth to the e-commerce platform and consumption.

The importance for the technology backed business solution is also the foundation for the booming e-commerce, and also subsequent impact the consumer decision. Xiao et al. (2017) has analyzed the logistic network for the online retail: this has not only created the price difference as merchants are passing on the cost benefits to client as lower price, but also the optimization of delivery could mean the fast and multi channel deliveries. Chen et al. (2022) have further supported the action seeing the e-commerce infrastructures are offering the real time delivery, tracking, return and other services, which have further removed the barriers and hesitation for online purchase. Su et al. (2022) has further underlined that core concept of the technology backed sustainability have been incorporated into the e-commerce operation: this may help the increasingly ethic aware Chinese consumers to fulfill their expectations for the environmental protections and beyond.

Overall, the review has seen that e-commerce has gained the huge success in China, and is likely to continuously pivot for the years to come. This has also seen that e-commerce in China has evolved in the years such as with improving infrastructure, technology, Big Data techniques and others to continuously remove the barriers for the clients. The concept of the competitive price, convenience, information seeking and independent reviews are some of the key consumer behaviors to drive this moving forward.

3.4 xxx

Chen et al. (2022) has found that internet celebrity is an effective and efficient way to boost the communication to the general public: in the example of the sustainable development, the hiring of the internet celebrity is much more feasible on capturing the contemporary social recognition. Park and Lin (2020) have further emphasized that benefit for the internet celebrity does not only cascade the message to the targeted clients, but also to emerge as the trustworthiness and hedonic attitude to the consumers, who may would like to re-tweet, and thus promote the snowballing impacts. This may further link with Hofstede (2022) national culture, seeing highly collectivism nature for the society may retrospectively improve the value on internet celebrity. Juntimwasarakij (2018) has supported the argument, and has seen the capitalism nature for the commerce world has combined with the technology boost to form the internet celebrity, this is one of the most effective way to target and capture the trusts of younger

consumers, who are likely to spend much more time on social media as part of their lives. This may once again demonstrate the necessity for the impacts.

Hou (2022)'s finding has seen that online opinion leader is the centric for the online social network, and the influencer could even cascade the perception towards the public, and this could be the unique selling point to the e-commerce business to attract fans and beyond. Jain et al. (2020) have supported the argument, seeing the even the key opinion leaders are forming some sorts of the coalition, leveraging the progression for the technology to further enhance the attractiveness and successfulness for the finding. Li et al. (2022) have identified while the online opinion leader may deliver the huge influence on the opinion, it is also vital to recognize the heterogeneity for the clients, and seeing the influencers may be much more focused to maximize the commercial value when promoting the brand and products. Si (2021) have further supported the argument, seeing that much more focused on influencers to drive the impact; the process may be supported by the contemporary Big Data, otherwise the inappropriate mismatch may even undermine the online influencers' impact.

Chen et al. (2021) has delivered the critical insights, seeing that online key opinion leader is acting the agent in the virtual community, and cascade the message to drive the information diffusion. One of the key challenges for contemporary commerce is on gaining the trusts and purchase attention for clients, and the influencer plays the key role on mediating the barrier, connecting personal branding with brands. Dang et al. (2022) have raised some of the potential challenges such as information security for social networks: key opinion leader may cause the information dispersion and potential security challenges may undermine the impacts. Xing et al. (2022) have also indicated the big data is the catalyst to form the opinion leaders in the social networks: the big data is likely to capture the community and topic for the hot debates, and this may even cause the polarization for the topic, but also could help the influencer on better message the information to lead the goal. Luqiu (2019) has also studied Chinese Weibo, seeing opinion leader could set the tones for the discussion, and play the much more profound rules for the online networks and communities.

These academic researches and empirical studies have all found the paramount importance and influence for internet celebrity, online key opinion leader or online influencer: this is particularly the case in the areas of social media or web 2.0 era, where consumers are spending plenty of time on the internet. This may also see that commercial opportunities are evolving with the recognition for internet celebrity online key opinion leader or influencer, and drive the transformation for the industry.

3.5 Livestream E-commerce

Zhang et al. (2022) have recognized the huge importance for livestream commerce in the modern society, it has not only seen as the catalyzing force for the e-commerce nowadays, but also livestream provided the solution to one of the bigger barriers:

customer retaining and gaining the trusts. This has linked with personal brand for the presenter or influencer, as well as delivering the more interactive solution. Lu and Chen (2021) have further exploited the argument, seeing livestream provides the more dynamic and interactive presentation of the products and services to clients, and also the visual insight to the consumers such as queries and answers. All of these measures have significantly reduced the uncertainty and cultivate the trust to capture the value for the clients. Gao et al. (2021) adapted the Elaboration Likelihood Model to see the impact of perceived persuasiveness to the clients. The livestream thus been viewed as the catalyst to deliver the trustworthiness, attractiveness, consistency, and interesting the co-viewer engagement and involvements are also some of the other key factors to bring livestream commerce to be the next level, and massively boost the purchase intention and beyond. The popularity for livestream has even questioned the business model for some of the existing industry such as tourism. Xie et al. (2022) have seen that livestream could not only promote but may even replace the tourism industry, as more and more people are spending at home to have the similar experiences going forward.

Kang et al. (2021) have instead emphasizing the importance for interactivity in livestream: the level of customer engagement in livestream is unrivaled by other form of the communication. This has strengthened the relationship between business and clients to lead to more engagement and involvement of clients. Sun (2020) have further enriched the argument, seeing that combined features such as IT affordance is the key to raise the purchase intention in the social commerce., via the consideration of visibility affordance, meta voicing affordance and guidance shopping affordance. Wongkitrungrueng and Assarut (2022) have supported the above mentioned argument that livestream commerce is gaining the pace in contemporary society, as it provides the effective channels in the areas of customer perceived value, promotion of customer trusts and level of the engagement in the livestream to become the symbolic and elucidating role to boost sale and customer engagement.

To be more specific to the targeted Chinese consumers, Ma (2021) have seen that in the Chinese e-commerce business, livestream has gained a lot of traction. This has seen the key factors including the use of gratification, the perceived network size perception of digital celerity, as well as the peer pressures and reference group impacts are promoting the goal going forward. Li et al. (2021) has also argued that in the competitive Chinese e-commerce industry, clients are often seeking for the best bargains between the merchants. However, the livestream is the effective tool to the synchronicity and vicarious expression, boost the stickiness for clients to the celebrities and platforms on leading the goal. Xu et al. (2021) have additionally proven that livestream could be much more effective and convincing to clients for the mixed social and physical presence, as this could provide more experience alongside with the interactivity to maximize the user process by studying over 300 real-time livestream events.

The review has also captured the unique activity during the livestream: Liu et al. (2022) have seen the viewers are sending gifts to the livestream presenter as the unique action.

This provided the unique business model for the livestream industry, and greatly satisfy the viewers' perception and satisfaction. Li and Guo (2021) have further seen that virtual gifting are the key to provide the interactivity, fulfill the needs for the participation of the clients and beyond.

Overall, the findings show that livestream is the next phase for China's or even the world's burgeoning e-commerce. In contrast to the traditional e-commerce, livestream may provide much more advantages in the areas of interactivity, client engagement and involvement, the real time queries and communication, the improved experience and coverage and beyond. Furthermore, the popularity of livestream may also align with the collectivism character of Chinese culture, as people are seeking new forms of social engagement, peer pressures and reference group influence to achieve their goals.

3.6 Tentative Indications of Research Gap

The literature review covers the core considerations for Chinese e-commerce business, consumer behavior and appetites, internet celebrity and online influencers, as well as livestream e-commerce. The research has explored that many of these theories and academic studies contribute to the interpretation for the booming livestream e-commerce in China, there are definitely some gaps that come with it .

According to search the key words or key findings through UWTSD library, CNKI, Google Scholar, ScienceDirect or other official academic website, it can find out one of the biggest academic gaps is lacking study on evaluating the personal brand of internet celebrity or online influencer in livestream industry. The researcher explore that majority of the previous academic studies are focusing on the viewers and clients, or recent online celebrity and influencer, but only a few people have looked at the role their personal brand plays in the livestream industry. Taking example of Austin Li, he has won out the competition in the Chinese livestream e-commerce out of millions, apart from the influence of the brand itself, another important influencing factor is his personal brand image.

Another gap has demonstrated that there are lacking of the business operation behind the livestream e-commerce: for example, how the leading host such as Austin Li and his team used the effective partnership with the business, the selection for the brand and product, the leverage of the strong bargaining power for exclusive deal, the strategy and operation for the procurement and sourcing, the technology and business supports on fulfilling the sale, delivery and after sale services and beyond. All of these are regarded as the core business operation to transform livestream e-commerce into a successful business model.

The study has thus displayed that literature review has built the good academic skeletons, and also pave the considerations to the future research (Morse, 2003). The

study has seen that future area for the study need much more to do with the personal brand in the livestream e-commerce, as well as the business operation to support the livestream e-commerce to become the success business venture.

This research is currently positioned to use case study to focus on leading Chinese livestream e-commerce celebrity Austin Li and a group of professional practitioners, to understand, evaluate and critically discuss contemporary business approach, fulfilling the academic gaps and providing the practical value and benefits to different stakeholders.

3.7 Draft Research Questions

Question1:

Discussing the development of the definition of personal branding and online influencer, then analysing the reason which conception will be used in this research

Question2:

Critically discuss the roles of personal brand of internet celebrity or online influencer in the livestream ecommerce

Question 3:

How does the personal brand, associate with online celebrity or online influencer to influence the decision making for Chinese consumers in contemporary e-commerce era

Conclusion of The Whole Literature Review

In summary, the critical literature review plays the core insights by integrating the existing researches and empirical studies. This provides the benefit to establish the existing academic framework, and thus to drive the more structured insights to identify the shortfall for further sharpening the research gap. Moreover, the review for the literature could drive the researcher to better understand the topic and research design, the formation for the critical discussion and final fulfillment to research aim and objectives.

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