



Digital Consumer Behavior in Developing Markets: The Impacts of Livestream Marketing through Uses and Gratifications Theoretical Lens

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Abstract. The rapid rise of digital platforms has transformed marketing practices, with livestream marketing emerging as a key form of interactive marketing in developing countries. Livestreaming enables real-time engagement between brands and consumers, offering a dynamic and immersive way for businesses to connect with their audiences. This paper aims to examine the role of livestream marketing within the context of developing economies, using TikTok as a case study. Drawing on the Uses and Gratifications Theory (UGT), this study analyzes how TikTok's livestreaming feature satisfies various consumer needs, including information-seeking, entertainment, social interaction, and personal identity. Through the case analysis, this paper identifies several advantages of livestream marketing, such as heightened consumer engagement, enhanced brand loyalty, and cost-effective reach. However, it also discusses potential drawbacks, including over-reliance on entertainment and unequal digital access, which may limit its reach in less affluent regions. The findings provide valuable insights into the growing significance of livestream marketing in developing markets. Additionally, the paper highlights areas for future research, particularly in addressing the digital divide in emerging economies.

Keywords: Livestream marketing, Interactive marketing strategies, TikTok, Uses and Gratifications Theory.

1 Introduction

In recent years, the landscape of marketing has undergone a profound transformation due to the rise of digital platforms. Interactive marketing, which fosters real-time engagement between brands and consumers, has become an integral aspect of digital marketing strategies (Csikósová et al., 2014; Rajput & Gandhi, 2024). One of the most significant developments within this space is livestream marketing, a type of interactive marketing that allows brands to connect with consumers through real-time video broadcasts. Livestreaming's dynamic nature enables two-way communication, enhancing consumer engagement and brand visibility. Particularly in developing countries, where mobile-first consumers are rapidly increasing, livestream marketing has emerged as a cost-effective and high-impact method for businesses to reach broader audiences (Zhou

& Huang, 2023; Zhang et al., 2023). The surge in social media usage, combined with rapid digitalization, has facilitated the growth of livestream marketing in developing economies. Platforms like TikTok have been pivotal in this shift, offering marketers a powerful tool to engage with consumers interactively. TikTok's livestream feature, which integrates shopping and entertainment, caters to the information-seeking, entertainment, and social interaction needs of consumers. For brands, the platform not only serves as a channel for product promotion but also acts as a medium for real-time engagement, providing consumers with instant access to purchasing options (Deng et al., 2023). As the popularity of platforms like TikTok continues to rise in developing countries, understanding the factors driving this success becomes increasingly important for both marketers and scholars.

This chapter aims to explore the role of livestream marketing in the context of developing countries, using TikTok as a case study to illustrate how this form of marketing caters to various consumer needs. The chapter draws upon the Uses and Gratifications Theory (UGT) (Ruggiero, 2000; Florenthal, 2015) to provide a theoretical lens for understanding why consumers engage with livestream content and how it fulfills their diverse motivations. By analyzing TikTok's livestreaming success, this chapter will offer insights into the unique advantages of livestream marketing, as well as its potential drawbacks, particularly within the context of emerging economies.

TikTok has become one of the most influential social media platforms worldwide, with a user base that exceeds 1.6 billion active users globally (Haenlein, 2020). TikTok's appeal lies in its ability to deliver highly engaging and entertaining content tailored to individual preferences through its advanced algorithm. The platform's livestreaming feature, TikTok LIVE, allows brands and influencers to connect with audiences in real-time, fostering a deeper sense of connection and community. This feature has proven particularly effective in developing countries, where the combination of mobile internet access, growing e-commerce adoption, and a preference for interactive content has fueled the growth of livestream marketing (Haenlein et al., 2020; Jiang et al., 2024). This chapter will use TikTok as a case study to demonstrate how livestream marketing operates within the framework of UGT, addressing consumer needs for information, entertainment, social interaction, and personal identity. The analysis will also consider the potential risks associated with livestream marketing, such as consumer exploitation and the digital divide, to offer a balanced perspective on its implications for developing economies.

To provide a comprehensive analysis, this chapter is structured as follows. First, the Literature Background will introduce the concepts of interactive marketing and livestream marketing within the broader context of digital transformation. The section will also outline the key components of the Uses and Gratifications Theory (UGT) as a lens to understand consumer motivations in digital and interactive marketing. Following this, The Case of TikTok Livestream will provide a detailed background on TikTok as a platform and explore how its livestreaming feature has become a powerful marketing tool, especially in developing countries. This section will apply UGT to analyze how TikTok fulfills consumers' diverse needs through livestream content, using statistical data and real-world examples. The Discussion section will delve into the key findings from the case study, exploring the advantages of livestream marketing, including

enhanced engagement, brand loyalty, and cost-effective reach. It will also highlight the potential negative consequences, such as over-reliance on entertainment, impulsive consumer behavior, and the challenges of unequal digital access. Finally, the Closing Remark will discuss the theoretical implications of this analysis, practical contributions for marketers, and directions for future research. The chapter aims to provide both academic and practical insights, contributing to the understanding of livestream marketing in the digital age, with a particular focus on its role in developing economies.

2 Literature background

2.1 Interactive marketing in the digital age

Interactive marketing refers to a dynamic, two-way exchange between a company and its consumers that is mediated by digital channels. Unlike traditional marketing, which relies on one-way communication through mediums like print, television, or radio, interactive marketing engages consumers in real-time dialogue, facilitating personalized responses and interactions. This form of marketing focuses on creating meaningful relationships between the brand and the consumer, allowing the latter to play an active role in shaping the marketing experience (Kim & Kim, 2022). The core of interactive marketing lies in the integration of customer data, real-time interaction, and adaptive content strategies, where the content dynamically changes in response to user behavior. This is a departure from the static approach of traditional marketing, providing businesses with opportunities to develop deeper customer insights, tailor their messaging, and optimize customer engagement. Interactive marketing is rooted in the development of digital technologies, particularly the rise of the internet and mobile devices, which allow consumers to engage with brands in an on-demand, real-time environment (Csikósová et al., 2014; Chi, 2011). Marketers leverage tools like email, websites, social media platforms, and mobile applications to personalize customer experiences. For instance, personalized email campaigns can use consumer purchase history or browsing patterns to deliver tailored recommendations. Similarly, chatbots enable companies to provide immediate customer service or information, thus enhancing the consumer experience by allowing users to interact with a brand in a way that feels responsive and human-like.

In addition to personalization, interactivity also facilitates consumer empowerment. Through interactive marketing, consumers are not passive recipients of brand messaging but active participants in the communication process (Rajput & Gandhi, 2024). They have greater control over the content they consume, the way they engage with brands, and the feedback they provide. This empowerment is a critical shift in the consumer-brand dynamic, as it enables consumers to co-create brand experiences, providing insights that help businesses refine their offerings. Moreover, interactive marketing enhances customer satisfaction and loyalty by fostering a sense of agency and ownership in the marketing process. With the digital revolution, interactive marketing has become essential for businesses seeking to engage with consumers in a meaningful and relevant way. Digital platforms allow companies to not only gather customer data but also to develop marketing strategies that reflect consumer needs in real time (Liu et al.,

2022). The shift toward interactive marketing represents a broader transformation in how businesses think about consumer engagement, as companies are now expected to create fluid, adaptable marketing experiences that respond to the evolving demands of their customers.

2.2 The Emergence of Social Media and Digital Transformation in Marketing

The emergence of social media has been one of the most significant developments in the realm of digital transformation in marketing. Platforms like Facebook, Instagram, Twitter, TikTok, and YouTube have fundamentally reshaped the landscape of marketing by providing new avenues for interactive, user-generated content and peer-to-peer sharing (Falgoust et al., 2022; Kim & Kim, 2022). These platforms offer unparalleled access to global audiences, allowing businesses to reach millions of potential consumers with minimal cost compared to traditional marketing channels. Moreover, the social media environment encourages dialogue, sharing, and feedback, turning marketing into a participatory and community-driven process. Digital transformation refers to the integration of digital technologies into all areas of a business, resulting in fundamental changes in how companies operate and deliver value to customers. In the context of marketing, digital transformation has led to a shift away from broadcast-based strategies to more targeted, data-driven, and interactive approaches (Haenlein et al., 2020; Liu et al., 2022). This shift is driven by advancements in technology, including big data, artificial intelligence, and machine learning, which enable marketers to deliver hyper-personalized content, optimize customer journeys, and measure campaign effectiveness in real time. Social media platforms, as the cornerstone of digital marketing, have played a crucial role in this transformation. They have enabled brands to move beyond traditional marketing's one-size-fits-all messaging to more tailored content that speaks directly to individual consumer needs and preferences. Social media analytics allow businesses to track engagement metrics, user behavior, and sentiment analysis, providing deep insights into customer interactions and the effectiveness of marketing strategies (Zhou & Huang, 2023; Falgoust et al., 2022). This data-driven approach has enabled companies to develop more efficient and effective marketing campaigns, enhance brand loyalty, and drive consumer trust.

Moreover, the rise of influencers on social media platforms has changed the way companies approach consumer engagement. Influencer marketing has emerged as a significant strategy, where brands partner with social media personalities who have large followings to promote products or services (Rajput & Gandhi, 2024). This form of marketing taps into the trust and credibility that influencers have with their followers, leading to higher levels of engagement and conversion compared to traditional advertising. Livestream marketing, which involves real-time video engagement with audiences, has further expanded opportunities for direct interaction between brands and consumers. The rapid growth of mobile technology and high-speed internet has fueled the rise of social media as a dominant marketing platform, enabling consumers to access and interact with brands anytime and anywhere (Deng et al., 2023; Wang et al., 2024). Digital marketing strategies have evolved to incorporate real-time feedback loops, where consumers' input can directly influence product development, marketing campaigns, and

service delivery. This digital transformation has not only democratized marketing by making it accessible to small and medium-sized enterprises (SMEs) but also challenged traditional business models that relied on top-down, broadcast-driven strategies.

2.3 Livestream marketing and the Uses and Gratifications Theory (UGT)

Livestream marketing has emerged as a dominant form of digital marketing, especially in developing countries where internet accessibility and social media penetration have increased substantially. Livestream marketing involves real-time broadcasting by brands, influencers, or sellers through platforms such as TikTok, Facebook Live. This type of marketing has become particularly effective in regions where traditional e-commerce is still evolving, allowing companies to engage directly with consumers, creating an interactive shopping experience that mimics in-store interactions but reaches a much broader audience (Wongkitrungrueng et al., 2020; Liu et al., 2022). One of the key reasons livestream marketing has gained significant traction in developing countries is its ability to bridge gaps in infrastructure and trust in e-commerce. The visual and real-time nature of livestreams allows consumers to see products being demonstrated, interact with sellers, and get immediate responses to questions—addressing common concerns like product quality and authenticity (Zhou & Huang, 2023). Moreover, livestreams often create a social experience, blending entertainment with commerce, making them highly appealing to younger, digitally savvy audiences in developing regions. Livestream marketing also allows sellers to reach rural or less urbanized areas that may lack access to traditional retail or e-commerce services. Additionally, the scalability of livestream platforms provides small and medium enterprises (SMEs) with an affordable avenue to market their products. SMEs in developing countries often face significant barriers to traditional advertising due to cost and accessibility. Livestream marketing, however, requires minimal infrastructure, mainly just a smartphone and internet connection, allowing even the smallest businesses to tap into large online audiences (Wang et al., 2023; Wongkitrungrueng et al., 2020). For many businesses in developing regions, livestream marketing is becoming not only a trend but a necessity for engaging with consumers in an increasingly digital world.

To better understand why livestream marketing is so effective, the Uses and Gratifications Theory (UGT) provides a robust theoretical framework. UGT explains how individuals actively seek out media and content to fulfill specific needs or desires (Flórentin, 2015; Falgoust et al., 2022). It shifts the focus from the media itself to the audience, emphasizing the motives behind media consumption. When applied to livestream marketing, UGT helps explain the various ways in which consumers engage with this form of digital interaction, especially in the context of developing countries. UGT consists of several key components, which can be observed in the context of livestream marketing.

First, livestream marketing satisfies consumers' need for information by providing real-time demonstrations of products and services. Consumers in developing countries often have limited access to trustworthy product information due to underdeveloped e-commerce systems or limited product availability. Livestreams offer a platform for consumers to ask questions, compare product features, and seek advice directly from sellers

or influencers. This direct interaction helps bridge the knowledge gap that often exists in traditional retail or online shopping environments. For instance, consumers can request close-ups of a product or ask for a demonstration, offering them more control over the buying process.

Second, beyond its commercial function, livestream marketing serves as an entertainment medium. In developing countries, where leisure activities may be more limited due to financial or geographical constraints, livestreams can provide a novel and engaging form of entertainment. Sellers and influencers often integrate humor, storytelling, and games into their presentations, keeping viewers entertained while promoting products. This form of "shoppertainment" boosts engagement, drawing larger audiences who might otherwise not have been interested in the products themselves. TikTok, for example, often blends entertainment and commerce seamlessly, encouraging consumers to participate not just for the shopping but for the fun and interaction as well.

Third, one of the strongest drivers behind livestream marketing is the social interaction it facilitates. Livestream platforms allow for real-time communication between consumers, sellers, and even other viewers. This creates a sense of community and connection, which is particularly important in developing countries where consumers often rely on word-of-mouth and peer reviews for purchase decisions. The interactive nature of livestreams fosters trust, as consumers can witness the authenticity of a product in real-time and share their thoughts with others during the session. This creates an environment where buying decisions are influenced by social validation and collective engagement.

Forth, livestream marketing also serves as a medium for personal identity expression. In developing countries, where social and economic inequalities can be prominent, consumers use brands and products to express their values, preferences, and identities. By engaging with certain brands or supporting influencers, consumers align themselves with specific social groups or cultural trends. Livestreams provide a more personal and intimate platform for consumers to showcase their choices in real-time, reinforcing their self-image in a public, interactive environment. Influencers, in turn, build relationships with consumers who identify with their values or lifestyle, creating a cycle of personal identity expression through commerce.

Lastly, the convenience and instant gratification offered by livestream marketing are crucial components that align with the UGT framework. In regions where traditional shopping can be time-consuming due to logistical challenges or limited access to physical stores, the immediacy of livestream shopping offers a compelling alternative. Consumers can purchase products instantly during the livestream, often benefiting from limited time offers or discounts available exclusively to viewers. This form of immediate access not only satisfies the desire for instant gratification but also makes the shopping process more efficient and appealing, particularly for time-constrained or resource-limited consumers in developing countries.

3 The Case of TikTok livestream

Livestream marketing has emerged as a dominant force in digital marketing strategies within developing countries. TikTok, a globally renowned social media platform, epitomizes the integration of interactive marketing with livestream functionalities. Through its dynamic and highly personalized approach, TikTok has revolutionized the way brands and influencers connect with consumers, especially in regions where e-commerce is growing rapidly, such as Southeast Asia. TikTok LIVE, the platform's livestreaming feature, represents a critical tool in the digital marketing landscape, offering a direct line of communication between brands and consumers. With over 1.6 billion active users (Jiang et al., 2024), TikTok has achieved remarkable success, particularly in engaging younger audiences like Gen Z. TikTok LIVE allows real-time interaction between brands and consumers, enabling the seamless integration of product promotion, customer engagement, and instant transactions. This platform has proven especially effective in developing countries, where livestream marketing is becoming a pivotal part of digital transformation. For instance, TikTok's "Shop Now" feature, integrated into livestreams, allows for immediate product purchases and has been a driving force in e-commerce growth in countries like Vietnam (Statista, 2024a). With 50% of TikTok users reporting purchases after watching a TikTok LIVE session (Social Media Today, 2022), the platform's influence on consumer behavior through livestream marketing is undeniable.

The case of TikTok provides a rich opportunity to apply the Uses and Gratifications Theory (UGT) to analyze how different components of livestream marketing address consumer needs and behaviors. In the following analysis, UGT's framework—comprising information-seeking, entertainment, social interaction, personal identity, and convenience—will be used to understand how TikTok's livestreaming strategies resonate with its audience and facilitate brand engagement. TikTok's algorithm plays a central role in delivering personalized and relevant content to users, allowing them to discover products tailored to their interests. Leveraging machine learning, the platform analyzes user behavior to recommend livestreams that align with individual preferences (Jiang et al., 2024). This is particularly beneficial in developing countries where consumers seek detailed product information before making purchase decisions. TikTok's livestream feature enhances this by providing real-time product demonstrations and allowing users to ask questions directly to the brand or influencer during the stream. This fosters a more informative and interactive shopping experience, aligning with the UGT component of information-seeking, as users gain access to valuable and customized product knowledge.

Livestream marketing on TikTok prioritizes entertainment to capture and sustain viewer attention. With 71% of users deciding within the first three seconds whether to continue watching a video (Jiang et al., 2024), creating engaging and entertaining content is crucial. Brands and influencers often use humor, music, and trending challenges to appeal to TikTok's audience. This entertainment-centric approach ensures that consumers are not merely passive recipients of information but are actively engaged with content that is enjoyable, aligning with the UGT's focus on entertainment as a key gratification sought by users.

One of TikTok's most compelling features is its ability to foster real-time social interaction between users and brands. Livestream hosts frequently engage with their audience through Q&A sessions, polls, and personalized shoutouts, creating a sense of community and belonging. In developing countries, where social bonds play a significant role in consumer behavior, this interactive element strengthens relationships between influencers and their followers. According to a TikTok For Business study (2022), 1 in 5 live streaming users watch TikTok LIVE, and 62% of them engage daily, showcasing the high level of interaction facilitated by the platform. Through this, TikTok satisfies the UGT component of social interaction, helping to build brand loyalty through ongoing, meaningful connections.

TikTok's livestream marketing also enables consumers to express their personal identities by aligning themselves with brands or influencers that reflect their values. In many developing countries, supporting local businesses and personalities through TikTok's e-commerce features has become a way for consumers to showcase their identities. This trend has been particularly prominent in Southeast Asian countries like Vietnam, where local influencers often promote products that resonate with cultural preferences. The rise of e-commerce via TikTok has empowered users to make purchasing decisions that not only meet functional needs but also allow them to express their social and personal identities. In this regard, TikTok's livestream feature directly addresses the UGT component of personal identity by fostering a deeper connection between consumer choices and self-expression (Statista, 2024).

TikTok's integration of the "Shop Now" feature into its livestreams offers a seamless shopping experience, providing consumers with instant access to products while watching live content. This feature, which has been particularly successful in Southeast Asia, eliminates the friction between discovery and purchase, catering to consumers' desire for immediate gratification. Livestream viewers can make purchases with a single click, fulfilling the UGT component of convenience. This aspect of TikTok's marketing strategy reflects the growing demand for real-time shopping solutions in developing countries, where consumers increasingly prioritize ease and speed in their purchasing experiences (Statista, 2024). The platform's ability to deliver instant gratification has made it a powerful tool for brands looking to convert viewers into buyers in real-time.

4 Discussion

While TikTok's livestream marketing offers numerous advantages, it also presents several significant drawbacks and uncertainties, particularly in the context of developing countries. These challenges range from content quality concerns to broader societal and infrastructural issues, which could hinder the effectiveness of livestream marketing. The case of TikTok offers a useful lens through which to explore these complexities.

One of the primary challenges of livestream marketing on TikTok is the risk of content quality dilution. Given TikTok's focus on entertainment, brands may feel pressured to prioritize creating engaging or sensational content over providing detailed, useful information. This entertainment-centric approach, while effective in attracting viewers, risks overshadowing the informative aspects that are crucial for consumers to make

well-informed purchasing decisions (Wang et al., 2023; Falgoust et al., 2022). For example, many TikTok livestreams emphasize humor, dance challenges, or influencer interactions over critical product specifications. As a result, consumers may make purchasing decisions based more on emotional appeal than rational evaluation of the product's quality or relevance. This focus on entertainment could pose a particular risk in developing countries, where access to independent product reviews or alternative sources of product information might be limited. Livestream marketing's informative function—crucial for consumer decision-making—could be compromised, potentially leading to consumer dissatisfaction or regret after impulsive purchases. This dynamic presents a challenge for brands attempting to balance engagement with substance in their marketing content.

A related issue is the potential for consumer overload. The nature of livestream marketing, particularly on TikTok, often requires consumers to process large amounts of content in real-time. With features such as instant chats, rapid-fire Q&A sessions, and immediate purchasing opportunities, consumers are bombarded with information and decisions at an accelerated pace. This overwhelming environment can result in decision fatigue, where consumers are unable to make clear, rational purchasing choices due to the sheer volume of stimuli. This pressure to decide quickly is compounded by TikTok's algorithm, which continuously recommends additional livestreams or similar content (Haenlein et al., 2020). The risk of impulse buying is high, particularly in developing economies where financial literacy may be lower. The convenience and immediacy that TikTok livestream marketing offers could lead to impulsive purchases that consumers later regret, particularly if the product quality does not match the engaging marketing presentation.

Digital literacy is another major concern for livestream marketing, particularly in developing countries. Although platforms like TikTok offer an engaging and interactive experience, not all consumers may fully understand the implications of real-time marketing tactics (Jiang et al., 2024; Barta et al., 2023). For instance, consumers with lower levels of digital literacy might not fully grasp the techniques that influencers or brands use to drive purchases, such as emotional appeals or scarcity tactics (e.g., "only available for the next five minutes"). This lack of understanding could leave consumers vulnerable to exploitation. TikTok's "Shop Now" feature is a prime example. While this tool offers convenience and instant gratification, it can also promote impulsive purchasing behaviors, especially among younger users or those with limited financial literacy. The real-time pressure to buy during a livestream—amplified by interactive features like limited-time offers—could lead to hasty decisions, disproportionately affecting vulnerable consumers. This issue is particularly pressing in developing regions, where consumers may be more susceptible to aggressive marketing strategies due to limited access to alternative information or protections against over-spending.

Another challenge for livestream marketing on TikTok is the issue of inequality in access, often referred to as the digital divide. While TikTok has a global user base, the infrastructure necessary to engage with livestream marketing—such as stable, high-speed internet—is not equally available across all regions. In many developing countries, particularly in rural areas, access to the internet may be inconsistent, slow, or prohibitively expensive, limiting the ability of a significant portion of the population to

participate in or benefit from livestream marketing. This digital divide can exacerbate socioeconomic inequalities, as only those with reliable internet access can take advantage of the real-time shopping opportunities that TikTok offers.

5 Conclusion

5.1 Theoretical Implications

The application of the Uses and Gratifications Theory (UGT) to TikTok's livestream marketing offers valuable theoretical insights into how digital marketing practices can be understood through the lens of consumer motivations (Wang et al., 2023; Falgoust et al., 2022). UGT, traditionally applied to media consumption, proves its versatility by offering a structured framework to explore how consumers engage with marketing content not just for product information (Ruggiero, 2000), but also for entertainment, social interaction, and personal identity development. This study advances UGT's scope by situating it in the context of real-time, highly interactive digital platforms, thus expanding its relevance in the digital economy.

By examining TikTok, particularly in developing countries, this discussion enhances the understanding of how UGT's dimensions—information-seeking, entertainment, social interaction, and instant gratification—play out in a practical, commercial setting (Florenthal, 2015; Falgoust et al., 2022). It reinforces the importance of these motivations in driving consumer behavior in livestream settings, where immediacy, personalization, and interactivity dominate. The analysis shows that livestream marketing, unlike traditional forms, caters to a more multifaceted set of consumer needs, thus challenging conventional media theories that might focus solely on passive information consumption (Zhou & Huang, 2023; Kim & Kim, 2022). This recontextualization of UGT in digital marketing helps bridge the gap between marketing and media theories, making it a robust model for understanding consumer engagement in rapidly evolving digital ecosystems.

5.2 Practical Contributions

The findings of this study provide several practical contributions to brands and marketers, particularly those operating in developing countries. First, the study demonstrates that livestream marketing can generate high levels of consumer engagement, especially when it effectively blends entertainment with informational content. For businesses, this insight underscores the importance of crafting livestream experiences that capture attention quickly and maintain viewer interest through interactive elements, such as Q&A sessions and live product demonstrations. By leveraging these tools, brands can foster a deeper connection with their audience, leading to increased loyalty and conversion rates.

Moreover, the study highlights the influence of real-time interactions on consumer trust and purchasing behavior, which is particularly valuable for local businesses in developing economies. TikTok's "Shop Now" feature, for example, offers immediate

purchase options during livestreams, aligning with the consumer's desire for convenience and instant gratification. For businesses looking to enter e-commerce markets, especially in Southeast Asia, this feature represents a low-cost yet highly effective way to capitalize on the growing trend of social commerce. However, businesses must also balance entertainment with substance to ensure that consumers are making informed purchasing decisions, which can mitigate the risk of dissatisfaction or impulsive purchases.

Finally, this analysis provides a roadmap for brands to tailor their marketing strategies based on local market conditions and consumer behavior patterns. For example, in regions with a robust internet infrastructure like urban areas in Vietnam, livestream marketing through platforms like TikTok Shop could be highly effective. In contrast, businesses in rural areas where internet access is less stable may need to explore alternative digital marketing channels or emphasize asynchronous forms of interaction, like recorded videos or text-based engagements.

5.3 Future Research Suggestions

Although this study provides a solid foundation for understanding the intersection of livestream marketing and UGT, several avenues for future research remain open. One key area for further investigation is the long-term impact of livestream marketing on consumer behavior. As livestreaming becomes a more popular marketing tool, it will be important to examine whether consumer engagement and loyalty remain high over extended periods or if the novelty of livestream marketing begins to wear off. Researchers could explore whether consumers become desensitized to this marketing format and, if so, what strategies brands can employ to sustain interest and engagement. Another potential direction for future research is investigating the role of cultural factors in shaping consumer responses to livestream marketing. This study focused on TikTok in developing countries, but it would be valuable to explore how cultural variations—such as collectivism versus individualism—affect consumer engagement and purchasing behavior in livestream contexts. Understanding these nuances could help brands localize their marketing strategies more effectively and avoid a one-size-fits-all approach.

Lastly, there is a need for research on the ethical implications and consumer protection issues associated with real-time, impulsive buying in livestream marketing, particularly in developing economies where digital literacy may be low. Future studies could examine the extent to which consumers in these regions understand the psychological techniques used in livestream marketing and whether regulatory frameworks are sufficient to protect them from exploitation. Additionally, scholars could explore the ethical responsibilities of platforms like TikTok in ensuring transparency and fairness in their livestream marketing practices. This line of inquiry could inform better governance practices and guide policymakers in developing regions where consumer protections may currently be inadequate.

Disclosure of Interests. The authors have no competing interests to declare that are relevant to the content of this article.

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