



An Investigation toward the Enhancement of Consumer Stickiness in Live Streaming Carrying Scenarios

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Abstract. The issue of consumer stickiness is becoming increasingly prevalent due to the rapid advancement of live streaming with products, and there is a paucity of systematic research on this topic in the academic community. Within this context, this study explores the theme of consumer stickiness enhancement in live streaming with a products scenario, employing a combination of literature analysis and case studies. User stickiness can be significantly amplified by strategies such as improving content quality, building community affiliation, and enhancing the interactive experience. This, in turn, mitigates consumer decision-making costs, enhances brand loyalty, and heightens satisfaction. The increase in user stickiness can facilitate the optimization of private traffic operations and elevate the repurchase rate at the enterprise level. At the industry level, it can expedite the shift from "competition for traffic" to "deep cultivation of users" and the differentiation of competition. This study further reveals that emotional connection, value perception, and interactive experience collectively form a robust framework driving consumer retention. Platforms and brands can leverage these insights to strategically enhance consumer loyalty and sustainably grow their user base.

Keywords: Interactive Engagement, Consumer Retention, Community Affiliation, Content Excellence, Live-Streamed Commerce.

1 Introduction

Live e-commerce has materialized as one of the most rapidly expanding online retail formats in China as a result of the convergence and evolution of mobile Internet and social media technologies. The "stickiness dilemma" of a high short-term conversion rate and a low long-term retention rate persists, resulting in fluctuating brand loyalty and escalating costs of customer acquisition on platforms. This is exacerbated by the fact that existing studies primarily focus on short-term purchasing intentions, with inadequate systematic explanations of the formation and enhancement of consumer stickiness. Despite this, real-time interaction and contextual experiences have significantly galvanized consumers' purchasing impulses. A systematic explanation remains inadequate. This paper embraces the path of consumer engagement enhancement in live broadcasting scenarios as its central research theme, with the objective of elucidating

the synergy between interactive scenarios, value perceptions, and emotional connections in the context of users' ongoing engagement and emotional attachment. This paper integrates case study and literature analysis in its research methodology: The initial step is to systematically organize domestic and foreign literature in order to construct a three-dimensional influence framework of "context-value-emotion." Subsequently, the authors identify the head and mid-waist anchor cases for comparative analysis in order to verify the theoretical assumptions and summarize actionable strategies. Subsequently, the theoretical assumptions are validated and the operational strategies are synthesized by selecting the cases of head and mid-waist anchors for comparative analysis. The paper is structured as follows: Part One delineates the research background and problem formulation; Part Two establishes the concepts and develops the theoretical framework; Part Three introduces the research design and data sources; Part Four presents the case study results and refines the stickiness enhancement mechanism; Part Five elaborates on the theoretical contributions of the research findings and the practical implications; and Part Six summarizes the study's limitations and suggests a course of future research. The present study is envisioned to achieve three objectives through the aforementioned research: first, to elucidate the connotation and measurement dimensions of consumer stickiness in live broadcasting scenarios; second, to disclose the role of stickiness-influencing factors and offer an integrated perspective for academics; and third, to provide empirical evidence for platforms and brands to develop a practical stickiness cultivation strategy.

2 Theoretical Basis

Consumer stickiness is generally conceptualized as the extent of consumer attachment to the platform or brand, which is a comprehensive representation of user loyalty and sustained usage behavior [1]. User stickiness is frequently conceptualized as loyalty or trust from the perspective of user behavior; from the platform's perspective, it is manifested by the users' propensity to engage, engender emotions, and continue to use the platform [1]. Users are more loyal to the platform and have a closer affinity with the brand when stickiness is elevated. It is instrumental to comprehend this concept in order to subsequently investigate the factors that influence stickiness in the live broadcast environment. The interactive ritual chain theory of Randall Collins and the Stimulus-Organism-Response (S-O-R) model are the two primary theoretical underpinnings for the study of consumer stickiness mechanisms. The external "Stimulus" (Stimulus) in the S-O-R model elicits the consumer's cognitive and emotional response (Organism), which ultimately propels the "Response" (Response) behavior [2]. In the live e-commerce context, consumers' perceptions and emotions are shaped by diverse environmental stimuli, such as anchor images, live broadcast atmospheres, product information, and interactive features. This, in turn, culminates in purchase, repurchase, and sustained behavior [2,3]. For instance, the "stimulus" component of the S-O-R model is embodied by pop-ups, seconds, rewards, and other interactive links in live broadcasts, which offer users immersive purchasing scenes and convenient purchase methods, thereby providing them with a innovative consumption and social experience [3]. The

interactive ritual chain theory emphasizes the accumulation of emotional energy in social interaction. According to this theory, the emotional energy in live broadcasting is attained through the mediated presence and emotional resonance of anchors and users. For instance, the spike link and welfare game not only amplify the sense of ceremony of interaction but also cultivate the group identity and collective participation of users [4]. Collins posits that individuals create interactive rituals in a variety of micro-situations, and each ritual generates and accumulates symbolic capital and emotional energy, which is then transferred to the subsequent interaction [5]. In the live broadcasting scenario, a profound emotional experience and group identity can be elicited when anchors and viewers meet together in one place (virtual co-location field) and form a common concern and emotional resonance. Ephemeral emotional stimuli can be transformed into enduring individual emotional energy through the repetition of interactive rituals, including a sense of trust in the anchor, a sense of companionship, and fan emotions. This theory provides a lens for examining the impact of live streaming interactions on consumer stickiness. According to this theory, emotional energy is the primary catalyst of interactions, and consumers engage in interactions to obtain these emotional rewards, which in turn fosters sustained stickiness behavior [4]. In conclusion, the S-O-R model elucidates the cognitive-behavioral path of stickiness formation in live streaming scenarios, whereas the chain of interaction rituals theory demonstrates how live streaming interactions generate sticky benefits from the perspective of emotional linkages [2,4].

2.1 Examination of the Present State of Consumer Stickiness Research

The three dimensions of interaction, value, and emotion are the central focus of research on user persistence in live e-commerce, which underscores the uniqueness of live broadcasting scenarios. Initially, numerous studies have demonstrated that live interaction is a pivotal factor in the development of adhesion from the perspective of "interaction". The real-time social scene that live broadcasting provides enables users to communicate instantaneously and be virtually present, thereby augmenting the sense of trust and engagement [1,3]. The emotional bond between the anchor and the user is further reinforced when they express their opinions or inquire about products during the live broadcast, thereby increasing the persistence [1]. Additionally, the consumer experience is emphasized by interactive modalities, including pop-ups and seconds, in Yu et al.'s research [1]. Secondly, research indicates that user persistence is profoundly shaped by the perceived value in the live broadcast environment from the perspective of "value". Live broadcasting furnishes users with not only the functional value of products, but also the emotional and intellectual value (e.g., trust, knowledge, entertainment). Gao Shuo et al. suggested that experiential value, which encompasses emotional, psychological, and informational value, can catalyze a positive consumption experience, augment users' perceptions of the commodity and the merchant, and directly encourage repurchase behavior. This, in turn, amplifies user stickiness [1]. This demonstrates that in the live broadcasting scenario, satisfying users' spiritual and practical value requirements (such as offering professional shopping guides and high-quality products) contributes to their sustained loyalty and willingness to use the service. Lastly, the determinant of stickiness is emotion and emotional connection, as seen from the "emotion" dimension. Fan emotions, anchor influence, and group identity are the

predominant emotional factors in live broadcasting scenarios. Wang Li et al. discovered that interactive rituals that are efficacious will generate group symbols and identity, thereby enabling users to convert short-term emotional stimulation into long-term trust and companionship for the anchor and cultivate a sense of "moral defense" of the anchor. The stickiness can be significantly improved by the user's appreciation of the anchor's charisma, such as Dong Yuhui's charisma in Oriental Selection. The study underscores that the perceived value of consumers in live e-commerce scenarios has expanded beyond the mere utility of commodities and is now more closely tied to the cultural experience, the personal charisma of the anchor, and the interactive experience. Together, these factors markedly increase user stickiness and augment the perceived value of consumers to the live broadcast platform [6].

2.2 Mechanism Construction

The path model of contextual stimulation→value perception→emotional connection→persistent behavior can be formulated using the paradigm of "Concept-Influencing Factors-Theoretical Explanation-Behavioral Consequences". Contextual stimuli comprise a multifarious range of external elements in the live broadcast environment, including the anchor image, product characteristics, live broadcast scenes, interactive mechanisms, and so forth [7-10]. In live e-commerce, these stimuli captivate consumers by orchestrating immersive purchasing scenes and streamlined experiences [3]. Technology-enabled virtual interaction scenarios are more intricate (e.g., pop-ups, VR/AR technology, AI recommendations, etc.), resulting in unsurpassed instantaneous interaction experiences [3,11]. Consumers' cognitive and emotional responses will be elicited by these contextual stimuli, as per the SOR model [2]. According to research, live streaming platforms can amplify online interactions between users and foster emotional contagion by constructing online social scenes, recommendation mechanisms, and interactive activities, thereby bolstering the sense of ritual [1]. Users' perceived value can be classified into three discrete facets: functional, emotive, and social. Among them, functional value accentuates the practical utility and quality satisfaction of the product, emotional value concentrates on the psychological satisfaction and emotional pleasure that consumers experience during the shopping process, and social value is expressed through the social satisfaction and group identity that consumers achieve through interactive behavior [12]. The perceptual decision-making ability of users is enhanced by the interaction of these dimensions, which in turn fortifies consumers' overall loyalty to the live broadcasting platform and their willingness to continue participating. Live broadcasting's perceived value is primarily attributed to commodity value (quality, practical function) and live broadcasting's added value (information, entertainment, socialization). The perceived experiential value can be amplified by the emotional fulfillment and psychological gratification that live broadcasts with frequent interactions can provide. It has been discovered that high-quality experiential value not only affords users with a pleasurable recollection during consumption, but also elevates the impression of the product and the merchant, thereby directly encouraging repurchase [1]. Furthermore, the anchors' professional expertise and cultural literacy also convey additional value to users. In theory, perceived value is one of the principal determinants that influence user stickiness. Experiments have demonstrated that the increased perceived

value, the greater the user's affinity to the platform. Digital recommendation, big data analysis, and other methods can augment the perceived value and satisfaction of users by personalizing the matching of their requirements on a technological level. The emotional rapport between consumers and anchors or platforms, which includes a sense of trust, belonging, companionship, and identity, is a manifestation of emotional connection. The formation of a group field of common concern and emotional sharing energizes users' "emotional energy" through live interaction. When the conditions are ideal (e.g., "physical presence," common focus, and emotional sharing), the participants will experience an emotional energy boost, according to the theory of interactional ritual chain. This emotional energy is the catalyst for users to persist in their participation and return: users who engage with the anchor on a regular basis and receive favorable emotional feedback will foster devotee sentiments and trust in that anchor. The quality of the interaction, the personal charisma and values of the anchor, the approval of the fan base, and the perception of virtual presence between the anchor and the user are all factors that shape emotional connection. Gao Shuo et al. conducted a study that highlighted the fact that online interaction itself induces emotional infection, which in turn catalyzes the establishment of the interaction ritual chain and further intensifies adhesion [1]. Consequently, essential measures to improve the emotional connection include broadening the forms of interaction (e.g., chatting, gifting, and audio linking) and reinforcing the affinity of anchors under the auspices of technology. Sticky behavior is the most pronounced example of ongoing user behavior, which encompasses the dissemination of word-of-mouth, the continuous viewing of live transmissions, and the repetition of purchases. The aforementioned layers are responsible for the persistent behavior exhibited in the model. Users' intrinsic motivation (e.g., engagement, identification, emotional resonance) and extrinsic incentives (e.g., high-quality content, preferential activities) are among the factors that influence sustained behavior [1]. Research has demonstrated that user loyalty can be significantly increased through the implementation of enhanced engagement and group identification in live broadcasting [1]. Users demonstrate increased retention and repurchase rates when they perceive that the platform is consistently generating value and cultivating an emotional bond with the group [1]. The sticky virtuous cycle is established by the assessment of adhesive behavior, which results in loyalty enhancement and allure to the platform. On the technical side, user habits can be further cemented through user profiling and precise marketing push, which will encourage the repetition of persistent behavior. In conclusion, the path model reveals the underlying mechanism that influences consumer stickiness in live e-commerce by unfolding layer by layer from "contextual stimulation-value perception-emotional connection-sticky behavior." Each dimension can be continuously refined and strengthened through the application of new technologies. New technologies have the potential to elevate and streamline all dimensions.

3 Analysis of Case Practice

For instance, the practical application of its adhesive construction path can be observed in the quintessential live broadcast brand "Oriental Selection." Oriental Selection's

unique content has captivated and sustained a considerable user base, with the assistance of New Oriental's educational resources and knowledge-based anchors (Dong Yuhui and other anchors have emerged as the primary factors). Oriental Selection integrates cultural heritage into live content, employing insightful expositions to captivate users' attention and fulfill their spiritual value requirements. The model reflects this approach as the optimization of contextual stimulation and value perception: the signature "Knowledge Carrying" scenario satisfies the dual needs of users for entertainment and value enhancement, enhances the perceived value, and establishes a deep connection with the users through continuous emotional output (such as a sense of trust and companionship). Oriental Selection has simultaneously cultivated a vibrant fan group symbol, which is the embodiment of the "group symbol formed by shared emotional experience" in the interactive ritual chain, known as the "rice circle"-style fan culture. The scrutiny of high pricing or product quality also suggests that the development of stickiness primarily stems from emotional recognition rather than material aspects. Oriental Selection continues to enhance user stickiness through the ongoing delivery of high-quality content and engaging live broadcast services. The mere purchase behavior of users is not the only reflection of their participation in the live broadcast of products; it is also propelled by emotional interaction and social identity. Specifically, the user experiences an immersive virtual social milieu by participating in live activities or games, receiving pop-ups, and engaging in real-time interaction with the anchor. This cultivates a feeling of belonging to the community and an emotional bond with the anchor and other users. The long-term engagement of users to the platform and their willingness to continue participating are substantially enhanced by these high-quality emotional interactions [13]. This is aligned with the interaction between "people, goods, and scene setting elements" as outlined in scene theory, and the interaction is further reinforced by pop-ups and comments [11]. Ultimately, this case demonstrates the efficacy of the concept of increasing user stickiness by enhancing the emotional identity and experiential value of live broadcasting scenarios through content differentiation and high-quality interaction.

4 Optimization Strategy

In order to enhance consumer stickiness in live e-commerce, it is necessary to undertake concerted efforts in three key domains: strategy, technology, and regulation.

4.1 Enhancing Contextual Stimulation: Strategy Refinement

The primary objective at the strategy optimization level should be to enhance the quality of live broadcast interactivity and content operation. Specific measures include the development of personalized and differentiated live content, as well as the promotion of user participation through a variety of interactive links (including real-time quizzes, welfare games, and red packet distribution). Additionally, the organization prioritizes the training of anchors in professional skills and cultural literacy, thereby enabling them to deliver high-quality content and foster emotional connections with consumers, satisfying their desires for social and emotional value. Furthermore, the platform should leverage artificial intelligence and big data technologies to execute precise push and

personalized marketing campaigns, continuously elevate the user's perceived value and consumption experience, and ultimately establish a steadfast emotional bond between the user and the platform, fostering long-term loyalty [6,11].

4.2 Technology Empowerment: Improve Emotional Connection And Value Perception

Secondly, to enhance live broadcasting scenarios, it is imperative to fully leverage emergent digital technologies. Artificial intelligence, virtual reality/augmented reality, and other innovations have the potential to further improve the interactivity and immersion of live broadcasting. For instance, the utilization of AI anchors or real-time translation to broaden the audience, the implementation of intelligent recommendation algorithms and big data to accomplish precise push, and the utilization of AR/VR technology to replicate product-use scenarios and enhance authenticity. In addition, the “stimulation” component can be rendered more effective by optimizing platform functions (pop-up remarks, PK contests, community operation) and generating high-quality content with AIGC, which can improve the user experience and emotional engagement. Yu's research emphasizes the importance of adhering to the principle of “content is king” and integrating technological support with scenario construction to enhance the live broadcasting experience [3]. This can be achieved by fostering a sense of community and fan culture, such as exclusive emoticons and a membership hierarchy, in the emotional dimension. Simultaneously, users' perceptions of value may be improved by ensuring the security of information and the convenience of transactions (e.g., rapid payment, logistics tracking).

4.3 Stabilizing Persistent Behavior: Regulatory Governance

Lastly, the institutional framework of the live broadcast ecology must be fortified from the perspective of industry regulation. Initially, it is imperative to enhance the supervision and legal constraints of the platform, put an end to false propaganda and excessive marketing, and regulate anchor conduct. Yu recommended that the platform supervision be strengthened, anchor quality be improved, positive-energy cohesion be reinforced, netizens' self-discipline be encouraged, and legitimate rights and interests be safeguarded. To regulate the quality of commodities and services, industry standards may be implemented to establish consistent criteria for anchor qualifications, live content review, and product quality. Secondly, the development of professional anchors and operational talents to enhance overall quality will contribute to the establishment of a benign stickiness cycle. Lastly, it is imperative to enhance the mechanism for protecting user rights and interests. This can be achieved by establishing an equitable and transparent credit system, clarifying return and exchange policies, and implementing a real-name evaluation system. The sustainable development of live e-commerce can be ensured through institutionalized normative guidance, which will subsequently stabilize and increase consumer loyalty. In conclusion, the synergistic implementation of multi-dimensional optimization strategies will significantly increase user retention in live broadcast e-commerce scenarios, thereby achieving mutual benefits for users, anchors, and platforms [3].

5 Conclusion

The study determined that consumers encounter challenges in establishing lasting attachment despite the appeal of live streaming, including insufficient interaction, homogenization of content, and a lack of a sense of belonging. The key determinants influencing consumer retention include content specialization and diversity, fan community cohesion, and real-time interaction. The absence or inadequacy of these factors leads to decreased consumer stickiness. Consequently, this study proposes the following fundamental strategies for enhancing stickiness: First, high-quality content production and personalized recommendations should be implemented to enhance the attractiveness of live content and better satisfy user needs. Second, community operations and activity incentives need to be strengthened to improve users' sense of belonging and loyalty. Third, interactive methods should be innovated, and timely feedback mechanisms should be established to elevate users' participatory experience and trust. Theoretically, this study introduces the theory of consumer stickiness into live streaming scenarios, reveals the mechanism of interactive experience, community belonging, and content quality on stickiness, and enriches the relevant theories in the field of live streaming e-commerce. In practice, this study provides pragmatic strategic guidelines for live broadcasting platforms and brands. Platforms can improve user experience and stickiness by refining technical aspects and implementing interactive designs, while brands can bolster user loyalty by consistently producing high-quality content and establishing fan communities, thereby enhancing user retention and conversion effects. This study acknowledges several limitations: the sample is confined to specific platforms/industries and lacks cross-platform validation; the study primarily employs a qualitative methodology and lacks large-sample quantitative empirical evidence, which complicates the accurate quantification of the role of each factor; and it only considers the short-term stickiness impact and does not consider the long-term evolution of user stickiness. The aforementioned constraints indicate that the sample and methodology necessitate further refinement in future research. The methodology and scope of future research can be broadened by integrating quantitative methods, such as questionnaire surveys or big data analysis, to verify the effects of factors such as interactive experience, community affiliation, and content quality. Additionally, cross-platform comparisons may be undertaken to explore the variations in consumer stickiness across different live streaming platforms or product categories. The evolution of stickiness in various phases (e.g., attraction, conversion, and retention phases) from the perspective of the user's life-cycle may be examined.

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