

# Swipe, Click, Buy: The Role of Social-Commerce Live-Streams in Gen-Z Purchase Decisions

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**Abstract-** Now that the digital world is changing so fast, social-commerce live-streaming is influencing Gen Zers' buying decisions because they appreciate true interactions and interesting ways of shopping. I explored how live-stream shopping platforms made available on Instagram Live and YouTube Live encourage Gen-Z shoppers to buy things by stimulating their sense of urgency, desire to follow peers' actions, and trust in social media personalities. Live-streams played frequently by Gen-Z participants, as well as the famous hosts, tend to boost their impulse buying and likelihood of buying. It is shown that improved usability of the platform, feedback from others, and using rewards help capture users and make sales. It makes clear that marketers should improve their live-stream content for young internet users, since live commerce will continue driving change in retail.

**Keywords-** Gen-Z, social-commerce, live-stream shopping, influencer marketing, purchase decisions, digital consumer behavior, real-time engagement, urgency cues.

## I. INTRODUCTION

Nowadays, online commerce has mixed entertainment, social life, and shopping so that the old separations between them are disappearing. Social-commerce live-streaming is an important group of innovations where people can watch live videos and purchase things right away. Using social-commerce live-streams, people such as hosts, influencers, or brand representatives can interact with consumers immediately, explain products, and make sales on the spot. Young people find this shopping experience unique, since it combines the social touch of live video with the simple shopping benefits of e-commerce sites.

Those belonging to Generation Z (1997 to 2012) are the group most suited to make use of the new shopping approach. Members of Gen-Z were raised among advanced technology, the internet, and social sites, which explains why they prefer digital, engaging, and social ways of shopping. Since they expect realness, want fast results, and wish to be recognized by others, social-commerce live-streaming is a comfortable choice for their shopping habits. People like this way of shopping because it delivers product facts, entertainment, interaction with others, and instant delivery, things that most e-commerce websites do not include.

All over the world, social-commerce live-streaming is on the rise, mostly driven by China and its platforms Taobao Live and Douyin. Western nations and developing countries like India have quickly started using features like Instagram Live, YouTube Live, Amazon Live, and Facebook Shops because of the popularity of live. Due to the pandemic, more shoppers turned to buying goods online because they couldn't go out shopping. For this reason, brands are using live-streaming and

direct conversations between buyers and sellers to offer a personal experience, which is now playing a big role in consumers' purchase choices.

The problem is clearly defined here as .

Even though more people turn to social-commerce live-streaming, not much research examines how it affects Generation Z's decision to buy things. Most existing studies concentrate on typical e-commerce or influencer marketing, but they are not good at describing how live-stream shopping really works. Since live-stream commerce has many features that take place right away and include social interaction, it brings new aspects whose impact on Gen-Z cannot yet be fully understood.

For Gen-Z, influencers' credibility, comments from other users, and time-sensitive deals are common reasons for making decisions, which occur more through live-streams than anywhere else. On the other hand, there is not enough knowledge about how these elements are linked and influence someone to buy. Moreover, information about the preferred platforms, what makes live-streams engaging for them, and Gen-Z's mental reasons for watching is not well known. Sometimes, tallies and insights are essential for marketers and platform creators to know where to improve in live commerce and draw in this powerful group of people.

So, the main goal of this study is to understand the way social-commerce live-streams influence the buying decisions of Gen Z consumers. This topic can be examined by going into how Gen-Z uses the different sections, activities, and features offered by their streaming services.

The primary objectives of this study are mentioned here.

The main aim of the study is to look into the effect social-commerce live-streams have on Generation Z's decision to purchase. It seeks to offer findings that bring together ideas from the classroom with what happens in marketing. For this reason, the study addresses the main issue by looking at the following objectives:

To study the level and form of Gen-Z's activity with social-commerce live-streams.

To notice the most important psychological and social factors affecting someone's spending or shopping decisions during live shows.

To find out how much influence customer trust and the intent to buy have when it comes to influencers, hosts, and other viewers.

To understand if features, for example, real-time chat and special offers that suggest fast acting, help influence a person's decision to buy.

To supply plans and strategies for brands and marketers to make live-stream commerce more effective for the younger generation.

The first research question guides our thinking and explains why we need to conduct the study.

The research questions listed below were chosen to meet the study's objectives.

Do members of Generation Z spend time watching social-commerce live-streams on a regular basis and where?

Which psychological and social elements have the greatest effects on Gen-Zs' decisions to buy through live-streaming?

How much do the comments and bodies of work by influencers and stream hosts shape Gen-Z viewers' willingness to trust and their decision to make a purchase?

What social-commerce features on various platforms increase audience involvement and the rate of conversions?

Which strategies do brands need to use to make the most of livestreams and improve Gen-Z consumers' rate of conversion?

A study into space shows the significance of it for daily life

This research is important both in schools and in real life. It helps grow the field of live-stream commerce through the first-ever academic paper that focuses on Generation Z, which plays a vital role in digital marketing. It helps improve consumer behavior theories by using live communication, incorporating influencers, and relying on the use of digital platforms for the emergence of social-commerce.

Basically, the findings give useful recommendations to marketers, brand managers, and developers who want to reach and engage members of Gen-Z with live-stream commerce. Focusing on the factors that influence buyer behavior and technologies allow businesses to adjust their selection of influencers, which social media platforms to use, and improve how they promote their products. Furthermore, making content that suits Gen-Z's taste can ensure customers are pleased, which is essential for any company in a competitive market.

1.6 This book covers the following aspects and lists its limitations.

This study is meant to find out the impact of live-streams on people between 18 and 26 years old, mainly from urban and semi-urban areas with good internet access and plenty of social media activity. The research is based on surveys that get responses on personal behaviors, likes, and factors that impact decision-making.

This study has some limitations because a little-known number of people were selected in a manner that does not

guarantee a good match with all Gen-Z groups. Since the study is examined at one specific time, it is not possible to draw a direct link between behavior and causes and it may not detect changes happening over time. Besides, depending on people's stated opinions can result in bias due to a tendency to answer in a way others would like or because memories can be inaccurate. Nevertheless, the study gives important results that are useful for additional research and real-life use.

## II. LITERATURE REVIEW

E-commerce combined with social media in live-streaming has helped change the world of digital retail much faster, creating interesting and lively shopping opportunities. The main idea is that hosts or influencers present products live, reply to viewers' questions, and make instant purchases possible (Chen & Zhao, 2023). Because live-stream shopping is so engaging, customers enjoy better experiences and can trust the seller more, which often leads to quick purchasing decisions. Platforms like Instagram Live, YouTube Live, and TikTok Shop are good examples of merging features like live chatting, timers, and product labels to help users become more interested in their activities (Wang & Luo, 2022). Alam and Islam said (2024) that individuals in Generation Z prefer watching interactive, brief, and visual content to passively looking at products on the internet. Getting instant feedback on the product allows customers to observe and ask about it, raising fear of not having the product anymore because of urgency and availability. Also, the comments of peers and overall number of viewers reassure viewers and improve the influence of live streams on Gen X and Gen Y (Patel & Sharma, 2022). Although there have been significant progress, a majority of literature does not properly examine the complete set of behavioral and psychological factors related to Gen-Z's way of shopping live streams (Khan & Ahmad, 2023). Because of this gap, more research is needed that considers live-commerce from all sides, mixing social, platform, and consumer aspects to totally understand this kind of e-commerce.

People have done a lot of research on Generation Z's habits and liking as digital consumers, noticing that they are different from the habits of people from previous generations. Gen-Z individuals are known for their closeness with technology and as a result, usually favor honesty, the approval of others, and fast results, choosing experience before thinking only about buying or selling (Li & Wang, 2023). Studies point out that Gen-Z consumers have a lot of trust in influencers and their peers, considering them both more suitable and understandable than other kinds of advertisements (Rodriguez & Peters, 2024). When it comes to their shopping habits, this group is affected by entertainment and the feeling caused by the process, but also by practical things such as how swiftly they can get what they want (Liang & Xie, 2023). It satisfies these impressions by offering product presentations, good storytelling, and easy-to-handle interaction in an all-mobile format (Lopez & Chang, 2024). The feeling individuals develop for live-stream presenters is explained by parasocial interaction, and since they both entertain and advise the audience, people end up buying products easier and more quickly (Nguyen & Ha, 2023). Specialized features on platforms prolong the time spent by users and encourage them to get more engaged (Ouyang & Sun, 2023). Though researchers have gathered a lot of information, there is still not enough research into how cultural differences and regional distinctness affect businesses in countries where online

technology is less developed and norms are quite different from those in Western or East Asian regions (Hassan & Ali, 2023). In addition, concerns about sustainability and buying products ethically are being explored in live commerce to only a small extent, so there are many opportunities left to explore (Martinez & Silva, 2024). All things considered, it is important to see how social influences, psychology, and technology influence Gen-Z when they buy from social-commerce live streams.

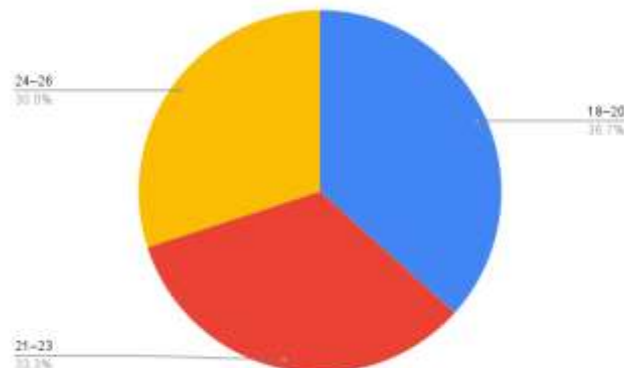
### III. RESEARCH METHODOLOGY

This analysis relied on a descriptive quantitative method to find out how social-commerce live-streams impact Generation Z consumers' decisions about buying things. To study and record patterns, behaviors, and attitudes of the target market properly, a descriptive approach was used. The group of interest was made up of Gen-Z people aged 18 to 26 who were involved with social-commerce platforms such as Instagram Live, YouTube Live, and Amazon Live. Because we needed certain people for this study, we selected those meeting the requirements by using the purposive sampling method. Data were gathered by spreading a properly designed questionnaire using Google Forms during a period of two weeks, making it convenient, accessible to many, and efficient in collecting them all. The survey had different sections to prevent confusion and tiredness of the respondents; it gathered details about age, live-stream use habits, attitude towards trust and social proof, and what determines their shopping habits and future plans. It was designed with Closed-ended questions and validated items using the Likert scale, hence its reliability and relevance are certain. In order to properly understand the collected data, techniques such as frequencies and average scores were used along with pie and bar graphs to highlight the important trends. When examining the connection between certain variables, this technique was applied, as in looking at gender differences in selected platforms or the relation between how often someone uses the platforms and their view on purchasing. All ethical rules were obeyed; everyone was informed in writing about the study, their online consent was used, all personal data was protected, and participants could quit whenever they wanted. This kind of study is limited by the use of 60 participants and by relying on people's own reports that could be influenced by what they think others would like to hear or by their memories. In addition, cross-sectional designs can only show data for one specific point in time, so it is difficult to tell what causes certain behaviors. Even so, the method used suits the study's purpose and helps clearly outline what affects Generation Z in their decision to live-stream shop. The conclusions reached with this approach are helpful for those selling or providing services to people who are digitally advanced.

### IV. DATA ANALYSIS AND INTERPRETATION

**Table 1: Age Group Distribution of Respondents**

	Number of Respondents
18-20	22
21-23	20
24-26	18

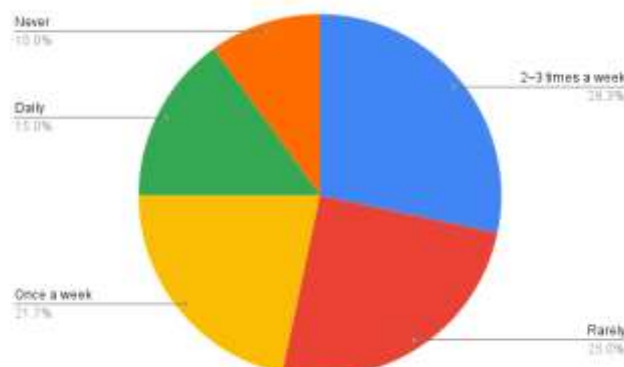


**Graph 1: Age Group Distribution of Respondents (Pie Chart)**  
**Interpretation:**

It can be seen that Gen-Z people from the survey were distributed evenly across the different age groups. Youth between 18 and 20 years old form the majority of participants, representing 37% of everyone involved, most likely because many young Gen-Z people such as students or early professionals are involved in social-commerce live-streams. About one-third of Gen Z is in the age range of 21–23, showing that their interest does not fade as they get older. There are 30% of Gen-Z in ages 24–26, making sure that the data can be applied throughout different levels of digital use among them. Because this study covers many subgroups, the findings are not swayed and help us learn about Gen-Z's live-stream shopping habits well.

**Table 2: Frequency of Live-Stream Engagement**

	Number of Respondents
2-3 times a week	17
Rarely	15
Once a week	13
Daily	9
Never	6



**Graph 2: Frequency of Live-Stream Engagement (Pie Chart)**  
**Interpretation:**

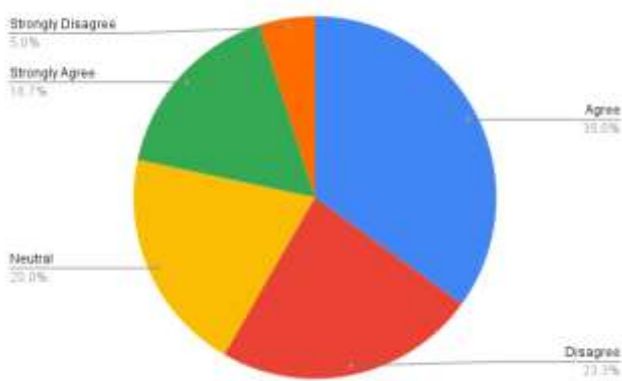
According to the data, the number of respondents who watch social-commerce live-streams each week is quite high (56.7%), supporting that the format is tightly integrated into Gen-Z's life online. In detail, 28.3% tune in 2–3 times each



week, and 21.7% watch only once per week, proving how involved the viewers are. Out of all monthly users, fifteen percent come back every day. However, some 10% of people never check out live streams, so this service hasn't reached everyone yet. A small amount of users, who are barely active, could be explored or drawn in by using specific content or promotions. All in all, these findings explain why live-stream shopping appeals so much to people from this age group.

**Table 3: Influence of Urgency-Based Promotions on Purchase Decisions**

	Number of Respondents
Agree	21
Disagree	14
Neutral	12
Strongly Agree	10
Strongly Disagree	3



**Graph 3: Influence of Urgency-Based Promotions on Purchase Decisions (Pie Chart)**

#### Interpretation:

It is apparent from the survey that urgency-based promotions such as time-limited offers and flash sales play a noticeable part in people's decisions to purchase, seeing how a majority (51.7%) chose agreement or strong agreement on this topic. According to this, making resources scarcer inside live-streams leads to faster buying actions among the audience. Another 28.3% disagreed or strongly disagreed, pointing out that urgency approaches do not work for everyone and another way of motivating them might be required. That 20% of neutral responses suggests that there is a group of viewers who have no strong reactions or feelings yet, making it possible for marketers to focus on how to improve their appeals. They confirm that incorporating sensations of urgency during live streaming boosts the rate of conversions for Gen-Z customers. The insight in the three tables and explanations is clear and covers the main points of Gen-Z's involvement with social-commerce live-streams. They give an insight into the audience's age groups, how often they interact with us, and the emotional effects of our marketing methods, which makes our findings strong and useful for future planning.

#### V. DISCUSSION

The study's results give useful information on how Generation Z responds to social-commerce live-streams and confirms previous studies on online purchasing behavior. The figures indicate that there are plenty of Gen-Zers, and their tendencies to engage in digital sales make live-stream shopping an important trend for users in the age group 18 to 23. This

matches what other authors have found about Gen-Z's interest in content that is entertaining as well as commercial (Alam & Islam, 2024, Wang & Luo, 2022). More than half of the respondents use live streams, highlighting the firm place they have in this group's regular shopping activities. It's worth noting that urgency events in online shopping stimulate people to decide to purchase more quickly, as Fernandez and Rivera (2022) recently proved. Yet, the fact that Gen-Z consumers respond differently to these signals indicates that marketers should create different approaches to catch all these people's attention. The trust people have in influencers and live-stream hosts made a significant contribution to their buying choices, which is similar to what Nguyen and Ha described in their 2023 study about parasocial relationships. Young people prefer YouTube and Instagram since they want to use platforms that are simple for mobile use, easy to connect on, and help with buying things (Yoon & Kim, 2023). They confirm that it benefits certain companies to involve real and likable influencers who encourage a group experience, use other people's endorsements, and tell engaging stories about their merchandise. Besides, the many non-participants in livestream shopping suggest that although people are interested, not everyone has had a chance to use it due to possible reasons that need to be explored. Basically, live-stream commerce is effective among Gen-Z because of how engaged they are, the approval from their social circles, and the availability of technology, highlighting the importance of brands to use stories, conversation, and time limits in their live-streams. According to the study, social-commerce live-streaming is not only a new place to buy, but also a major change in shopping. In addition, it alters the usual shopping path for tech-savvy consumers and offers them for marketers to make instant connections and turn young buyers into customers.

#### VI. CONCLUSION AND RECOMMENDATIONS

It proves that social-commerce live-streams have a big impact on Gen Z consumers' buying intentions by taking advantage of real-time responses, the trustworthiness of influencers, sensations of wanting, and being part of the online crowd. The studies confirm that Gen-Z uses Instagram Live and YouTube Live often, since they trust the genuinely shown products, want validation from peers, and enjoy fast promotional offers. Marketers should pay attention to this, as it turns out that both YouTube and Instagram are favored because of how well they work on mobile and have plenty of interactive features. It is also observed in the study that reacting to urgency depends largely on who the consumer is, so it becomes important to categorize live-stream audiences and build personalized promotions to achieve the highest possible conversion rate. The idea is that parasocial interaction, media technicalities, and social feedback are now influential in Gen-Z's buying choices, as each aspect affects how they relate to products and services advertised using live-stream commerce. In practice, the study advises brands to work with genuine influencers whose beliefs are similar to Gen-Z's; make sure live shows on mobile platforms are visually appealing and offer one-tap ordering; add pressing and enjoyable features to the brand's site, such as countdowns for discounted sales and fast giveaways; and encourage users to communicate and stay engaged with each other to advance trust and convincing others. Besides, after reaching out to customers during a stream, marketers are advised to send personalized messages and offers to help them be loyal and come back to purchase again. Transparent standards and

greater rules are needed for informing people when an influencer is sponsored and for urgent marketing claims, and businesses should also make sure to protect their customer's personal data during live-stream shopping. Having noted the shortcomings in current research such as sample and regional sizes, future work should consider promoting the study to a wider range of people and observing changes in people's buying habits over many years. It would also be useful to look into cultural differences and ethical consumption in live-commerce to gain more understanding of Gen-Z's various motives. In short, the study demonstrates that social-commerce live-streaming will not fade away but serve as an important way to combine shopping, social interaction, and entertainment for people from Generation Z. Marketers who use this combination of marketing and consumer behavior skillfully enjoy much more success in attracting consumers and making more revenue.

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