

# Literature Review on the Moderating Effect of Celebrity Endorser toward Browsing and Impulse Buying Behavior in Live-Streaming Market

Wu Yanzhou <sup>a</sup>, Thoo Ai Chin <sup>b</sup>

<sup>ab</sup> Faculty of Management, Universiti Teknologi Malaysia, 81318 SKUDAI, Malaysia

[https://doi.org/10.35609/gcbssproceeding.2025.1\(139\)](https://doi.org/10.35609/gcbssproceeding.2025.1(139))

---

## ABSTRACT

---

Live-streaming is the new way for people to leisure and kill time. In the past few years, online shopping has become popular and widely accepted by consumers. Prior to making a purchase decision, consumers prefer to check online shopping platforms due to the convenient logistics and various promotional activities. The objective of this paper is to investigate the relationship between impulse buying behaviour and browsing behaviour on live streaming platforms by reviewing existing literature, which aims to analyze the factors that influence impulse buying behaviour and examine how live streaming platforms employ different strategies to impact consumers' purchasing decisions, with a particular focus on impulse buying. This paper conducted a systematic review and analysis of relevant literature, encompassing empirical studies on consumer behaviour on live streaming platforms, theoretical discussions, and research on online impulse buying behaviour. The study found that impulse buying behaviour on live streaming platforms is influenced by a variety of factors that significantly enhance the likelihood of impulse purchases by boosting consumers' sense of participation and trust. Additionally, consumers' browsing behaviour exhibits certain patterns, such as a preference for live streams featuring celebrities and a higher engagement in live streams that include interactive sessions. This study not only provides a deeper understanding of consumer purchasing behaviour on live streaming platforms but also offers a theoretical foundation for e-commerce platforms to develop effective marketing strategies.

JEL Codes:

**Keywords:** *live-streaming, online shopping, marketing strategies, buying behaviour.*