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## Research Article

### Understanding Consumers' Purchase Behavior and Brand Trust in Bangladesh's Live-Streaming E-Commerce

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#### ABSTRACT

Live-streaming e-commerce is growing very quickly in the Bangladesh market. It combines entertainment, real-time audience interaction, and instant purchasing. Interested consumers can watch product details, ask questions and buy products during live sessions. This shopping format is becoming popular because it offers a personal feel and is highly interactive. Trust and communication play a strong role in this type of Live-streaming. However, academic research on live-streaming commerce in Bangladesh is still limited. This study examines how live-streaming e-commerce affects purchase behaviour and builds brand trust. It focuses on real-time features for engagement, such as live chat, audience comments, Q&A sessions, and time-bound offers. The study also examines how customers and live streamers interact regarding perceived authenticity and para-social ties. During live shopping events, these elements are anticipated to influence trust and purchase decisions. A quantitative research design was used. Data were collected from 400 consumers in Bangladesh who had prior experience with live-streaming shopping. The survey measured real-time engagement, brand trust, and purchase behavior. The data were analyzed using correlation and regression analyses and structural equation modelling. The results show that real-time interaction strongly influences consumer purchase behavior. Active engagement makes an emotional involvement and urgency. Brand trust also positively affects purchase behaviour. This study contributes to the understanding of live-streaming e-commerce in an emerging market. It offers practical insights for digital marketers, e-commerce entrepreneurs and platform designers.

**Keywords:** *Brand Trust, Consumer behavior, E-Commerce in Bangladesh, Live chat, Live shopping events, Live-streaming e-commerce, Purchase behavior, Real-time engagement*

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## Introduction and Background

### *Live-Streaming E-Commerce in Bangladesh*

Live-streaming e-commerce offers real-time video broadcasting, enabling sellers and buyers to interact in real time. The seller or presenter shows the product, engages buyers in real time, and gets orders instantly (Wang et al. 2022). In live interaction, viewers ask about the price and request different colours or sizes. Many ask about delivery time. Some interested buyers try to verify authenticity, asking questions such as “original kina?” or “warranty ache?”. A countdown appears on the screen. It says the offer ends in 5 minutes. Viewers begin typing “I need XL Size”, “confirm,” or “inbox done.” The decision to buy happens quickly. It no longer feels like a careful evaluation. It feels socially driven and urgent (Ali et al., 2025).

In Bangladesh, social commerce and relationship-based selling already play a strong role in e-Commerce (Al-amin, 2025). Live commerce strengthens these familiar practices. It brings negotiation, reassurance, and communal validation into live digital formats. Traditional e-commerce depends on delayed feedback. Live commerce removes this delay. Consumers can ask questions and receive answers immediately. Buyers also observe the reactions of other viewers. Scarcity cues such as limited stock and flash deals increase psychological pressure (Chen & Lin, 2023; Wu et al., 2022).

Live-streaming e-commerce shows a significant shift in the digital marketing sector. Although it gained early momentum in China, it gradually expanded globally through different platforms that normalized shopping as entertainment (Chen et al., 2022; Zhang & Zhao, 2023). Industry forecasts suggest that live commerce may account for a significant share of global e-commerce in the near future (McKinsey & Company, 2023). Bangladesh offers favorable conditions for this development. The country has a large youth population and is rapidly expanding its platform user base. Social proof and interpersonal trust strongly influence online purchase decisions. Trust is particularly important in Bangladesh due to past concerns surrounding digital commerce. These concerns have increased regulatory attention and consumer caution. As a result, authentic

communication and credible seller behavior are essential in live online marketplaces.

### *Key Features of Real-Time Shopping Events*

Live-streaming e-commerce is mainly focused on consumer involvement and synchronous interaction. It does not operate like a conventional online product catalogue. Rather, live commerce mimics the social interchange that occurs in a real marketplace.

- **Real-time communication** through comments from viewers, live chat, direct responses, Q & A session;
- **Interactive demonstrations** that approximate “touch-and-feel” evaluation by showing usage, texture, fit, packaging, and comparisons;
- **Clickable product links** or guided purchase steps;
- **Q&A sessions** that resolve uncertainty and reduce perceived risk;
- **Scarcity and urgency cues** (flash sales, limited stock, countdown timers, exclusive voucher codes) that increase fear of missing out and accelerate purchase decision-making (Chen & Lin, 2023; Wu et al., 2022);
- **Streamer-led persuasion**, in which hosts (influencers, sellers, or brand representatives) act simultaneously as entertainers and trust brokers.

This blended event makes live-streaming e-commerce different from traditional e-commerce and influencer marketing. The presenter is not simply promoting a product; they also engage in real-time activities, including responding to questions, offering reassurance, validating concerns, and sometimes negotiating with viewers. These interactions are especially important in the emerging market like Bangladesh. Consumers often seek interpersonal confirmation regarding their expected product before making online purchases. This is particularly true for products with high counterfeit risk or unknown quality. In this type of situation, perceived authenticity and transparency are vital. When these cues are present, brands can gain more trust. When they are violated, reputational damage can occur rapidly.

## **Relevance of Consumer Behavior in Bangladesh's Live Commerce**

Understanding modern consumer behaviour in live-streaming commerce is very important because live-streaming changes how buyers think and how their emotions interact during purchase decisions. In the traditional e-commerce system, consumers can pause their buying journey. They can compare products. They can read reviews and make delayed decisions. Live commerce does not allow for this distance or delay when making decisions. Social attention remains continuous and the consumer becomes part of a live session. This environment makes strong conditions for impulse buying. Emotional stimulation is very high. Urgency is constant. Social proof is visible in real-time interaction (Zhou & Li, 2024). These factors push consumers toward faster decisions. At the same time, trust building becomes more critical. Trust in Bangladesh goes beyond the product itself. Consumers also evaluate delivery service, payment security, after-sales service, and the seller's credibility. Previous research on digital and e-commerce in Bangladesh consistently highlights that trust and reduced customer anxiety are central to consumer engagement and continued platform use.

For retail brands and online sellers in emerging markets like Bangladesh, live-streaming e-commerce offers more than short-term sales opportunities. They also help with long-term brand and business development. This includes brand recognition, customer loyalty gains and relationship building with potential buyers. However, achieving these outcomes requires a clear empirical understanding. Specific real-time features matter. Interactivity, authenticity cues, para-social relationships, and trust transfer all shape consumer purchase behaviour during live commerce events.

## **Problem Statement**

Online shopping in real-times combines interactive content with live demonstrations led by sellers or influencers. This allows consumers in Bangladesh to purchase products instantly during live streaming sessions. Live streaming has become especially popular among the young and mobile phone users. This

development increases the necessity for deeper empirical research. In particular, it raises questions about how real-time interaction shapes trust-based decision-making and impulsive customer purchase behaviour.

Live commerce can strengthen consumer trust in a brand. Transparency and quick responsiveness are key to live commerce. At the same time, live events can increase psychological pressure among customers. Urgency cues are constant. Social proof is highly visible. Persuasive messages are emotionally charged. These elements can prompt consumers to make quick purchase decisions.

Although live selling has gained strong commercial momentum within Bangladesh's social commerce ecosystem, empirical research remains very limited. Few studies explain the psychological and behavioral processes behind live-streaming e-commerce. Existing research mainly focuses on traditional e-commerce and conventional influencer marketing. As a result, the role of real-time engagement features in shaping purchase behaviour and brand trust remains under-examined. This research gap is very important in Bangladesh, because trust concerns strongly influence e-commerce in this market.

This study primarily highlights the gap by testing a conceptual model grounded in Trust Transfer Theory, Social Presence Theory, and Para-social Interaction Theory in the context of live-streaming e-commerce in Bangladesh.

## **Research Objectives**

1. To examine the major social and psychological factors effecting consumer purchase behavior during live e-commerce events in Bangladesh.
2. To analyze real-time functions (Q&A sessions, live chat, and countdowns) affect the engagement and trust-building through live shopping events in Bangladesh.
3. To evaluate consumer purchase intentions during e-commerce live-streaming sessions in Bangladesh are influenced by perceived authenticity and para-social ties.
4. To explore how the interaction between audiences and streamers affects brand trust and customer loyalty intentions in Bangladesh's live commerce environment.

## Research Questions

1. Which psychological factors (including time pressure, scarcity, and social proof) influence consumer responses in live shopping events in Bangladesh?
2. How does the interaction between sellers/hosts and viewers shape consumer engagement, loyalty tendencies and purchase behavior during live broadcasts in Bangladesh?
3. How consumer perceptions of presenter authenticity influence trust in brands during live shopping events in Bangladesh?
4. How do para-social relationships established during live shopping events affect loyalty and repeat purchase intentions of customers in Bangladesh?

## Hypotheses

H1. Live interaction during online e-commerce significantly promotes immediate purchase behavior.

H2. Higher streamer and consumer interaction has a positive association with brand trust.

H3. Consumer confidence in host authenticity enhances the relationship between live interaction and chances of purchase.

H4. Customer loyalty and intentions to purchase are positively associated with the strength of para-social relationships shaped during live-stream commerce.

## Significance of the Study

Current study contributes both theoretically and practically to the growing field of live-streaming commerce. Theoretically, it extends scholarship on consumer psychology in digital interaction by examining how LSE combines social presence, para-social influence, and trust transfer into a live decision environment. While impulse buying and influencer marketing are not new phenomena, LSE changes the *conditions* under which persuasion occurs: the consumer is simultaneously observing the product, evaluating the host, responding to the audience, and under time pressure. From a practical perspective, trust is especially very important in Bangladesh's e-commerce sector. Consumers in Bangladesh often consider authenticity risk before making an online purchase. They also evaluate delivery reliability, refund and

return policies and seller credibility. These concerns very strongly influence online purchase decisions. Policy initiatives in Bangladesh have placed clear emphasis on transparency and consumer protection in e-commerce. This policy focus further underscores the importance of trust-centred research in live-streaming selling environments.

The findings provide useful guidance for digital marketers, small and medium-sized enterprise owners, and platform developers in Bangladesh. The results help explain how live-streaming shopping experiences can be developed in ethical and trust-building ways. A focus on authenticity and quick, meaningful consumer-seller interaction can improve outcomes for both sides. Conversion rates can rise with well-planned and well-designed live-streaming events. Additionally, by well-designed live stream sessions, they can strengthen long-term client relationships, lower perceived risk and increase their brand trust. Besides that, platform developers and designers can apply these insights to enhance interactive features, reduce cognitive overload, and highlight privacy-related concerns.

## Research Gap

Despite the rapid global development of live-streaming e-commerce, important empirical gaps remain in this area. Many studies do not fully explain how online consumers make purchase decisions in a real-time shopping context. This gap is especially visible in the emerging markets like Bangladesh. In these contexts, social commerce practices and trust considerations very strongly shape online purchasing behavior.

Existing research has mainly focused on general e-commerce behavior or traditional influencer marketing. Fewer studies examine the unique features of live-stream commerce. These include synchronous interaction, urgency cues, para-social bonding, and trust-building during live-streaming sessions. As a result, the real-time dynamics of live-streaming commerce remain underexplored.

Most of the current literature also emphasizes the short-term effects. Scarcity and urgency are often linked to impulse buying. However, less attention is given to long-term trust

outcomes. Psychological fatigue and ethical concerns are also frequently overlooked. This type of limitation is particularly important in Bangladesh. Consumer trust in online commerce has been sensitive to delivery reliability and transparency. Bangladesh-focused studies on social commerce adoption show that trust, anxiety reduction and grievance-handling mechanisms strongly influence consumer usage and continued participation. Trust formation is therefore not secondary. It is foundational in the Bangladesh market.

This study responds to these significant gaps. It develops a structured empirical model to explain how real-time engagement and brand trust influence purchase behavior in live-streaming commerce in Bangladesh. The study also acknowledges emerging concerns, including cognitive overload, privacy risks and ethical issues related to persuasion.

## Literature Review

### Theoretical Framework

This study draws on three theoretical perspectives to explain consumer behavior in live commerce. These are Social Presence Theory, Trust Transfer Theory, and Para-social Interaction Theory.

**Social Presence Theory** suggests that a sense of co-presence and human warmth in mediated communication increases connection and engagement (Short et al., 1976). In live commerce, this sense of presence is created through real-time features. These include live

question-and-answer sessions, rapid host responses, and active audience interaction. Such features increase involvement and may reduce resistance to purchasing (Kim et al., 2023). In Bangladesh, live selling often replaces physical inspection with interaction and reassurance. For this reason, social presence plays a particularly important role.

**Trust Transfer Theory** explains how trust can move from a familiar source to a less familiar one. For example, trust in a known influencer or credible streamer may transfer to a promoted brand or product. When a live presenter or host appears authentic and transparent, consumers are more likely to extend trust to the product being sold (Choi & Lee, 2022). In Bangladesh, a lack of trust frequently increases individuals' perceptions of risk associated with online. As a result, trust transfer mechanisms are critical for reducing consumer hesitation.

**Para-social Interaction Theory** describes how audiences form one-sided emotional connections with media personalities (Horton & Wohl, 1956). In live streaming, casual conversation, personal sharing, and consistent engagement can create a sense of intimacy. This perceived closeness can increase brand trust and consumer loyalty toward recommended brands (Lim et al., 2023). Para-social relationships become more stronger when hosts appear relatable and consistent. The influencer-driven and micro-entrepreneur-driven live commerce environment in Bangladesh likely strengthens this effect.

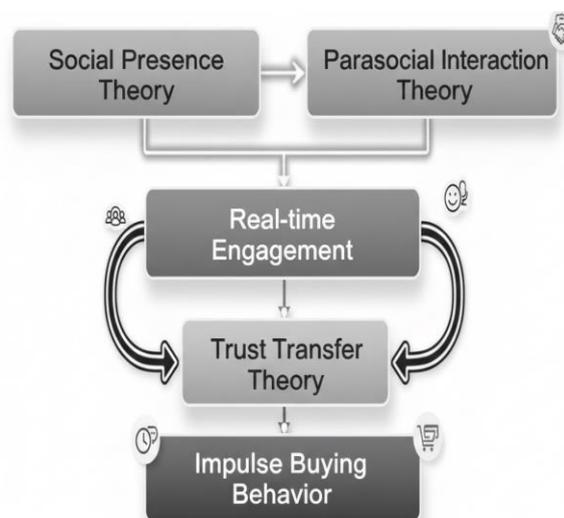


Figure 1: Theoretical Framework

## **Research Model**

Study integrates three theoretical perspectives. Social Presence Theory explains the perception of human presence in mediated commerce. Trust Transfer Theory explains how trust shifts from familiar streamers to promoted brands. Para-social Interaction Theory explains emotional attachment and relationship-like perceptions formed during live streams.

## **Live Commerce**

Previous research shows that live-streaming commerce can significantly increase impulse buying. Time-sensitive promotional offers and real-time broadcast pressure mostly drive this effect. Scarcity and urgency cues trigger fear of missing out and speed up purchase-making decisions (Chen & Lin, 2023). Interactive engagement can also weaken rational evaluation. Emotional arousal increases, and social momentum becomes more visible (Wu et al., 2022). Research further indicates that influencers often function as trust agents in live commerce. When hosts demonstrate products, respond to viewer questions, and communicate transparently, consumer trust increases (Al-Kfairy et al., 2024; Chen & Yang, 2023). Trust is stronger when hosts appear authentic and clearly disclose promotional intent (Zhang & Zhao, 2023).

These mechanisms operate within a unique market context, such as Bangladesh. Social commerce has normalized relationships- and trust-based e-commerce. Trust is often negotiated through conversation, responsiveness and social proof or feedback from other viewers. Related Bangladesh-focused studies on e-commerce engagement highlight the importance of trust and anxiety reduction in adoption behavior. Therefore, the success of the live-streaming e-commerce model in Bangladesh appears to be significantly enhanced by strategies that build consumer confidence through uncertainty reduction and proper after-sales support.

## **Research Methodology**

### **Research Design**

This study employs a quantitative research method to achieve research objectives. The

objective is mainly to explore the social and psychological aspects that influence brand trust and purchasing behavior of consumers in live-streaming commerce events. Research Data were collected via an online survey. These responses capture participants' perceptions and reported behaviors. The research design allows for the analysis of relationships among social presence, para-social interaction, trust transfer, perceived authenticity, and the impulse buying decision.

### **Data Collection Procedure**

Data were gathered through a well-organized structured online questionnaire. The survey was distributed across platforms such as Facebook, Instagram, Reddit, WhatsApp, and Telegram. These platforms host active groups and communities related to live shopping e-commerce. The questionnaire mainly consisted of two sections. The first section collected demographic information of respondents. The second section mainly highlighted psychological constructs using established scales. All responses were recorded using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

### **Sample and Sampling Technique**

400 e-commerce customers from the Bangladeshi market were included in the sample. All participants had prior experience with live-streaming e-commerce. A non-probability purposive sampling technique was applied to target relevant respondents. Two criteria guided participant selection. First, respondents had to be between 18 and 45 years old. Second, participants must have participated in at least one live shopping event in the past six months. These events occurred on platforms such as Facebook Live, TikTok Live, YouTube Live, Daraz Live, or Instagram Live.

### **Data Analysis**

Data analysis was conducted in multiple stages using SPSS and AMOS. Descriptive statistics were first used to summarise respondents' demographics and their participation patterns in live-streaming shopping. Correlation analysis was then used to assess relationships among real-time engagement, perceived

authenticity, brand trust, or presenter trust, impulse buying behavior and purchase intention. Multiple regression analysis assessed the predictive effects of the independent variables on purchase behavior and trust-related outcomes. Structural Equation Modelling was used to test the complete theoretical framework. The model incorporated constructs drawn from Social Presence Theory, Trust Transfer Theory, and Para-social Interaction Theory. The measurement model was validated using confirmatory factor analysis (CFA) before proceeding to structural equation modelling (SEM). Reliability was assessed using Cronbach's Alpha; all constructs demonstrated satisfactory internal consistency ( $\alpha > 0.70$ ).

### Results and Analysis

Data analysis was done using SPSS software. Reliability testing, correlation analysis

and descriptive statistics were all part of the analysis. To examine the predictive relationships between the variables, a regression analysis was conducted. The tables presented below summarize respondent demographics and construct reliability. They also provide statistical support for hypothesis testing.

The survey included respondents from several age groups (Figure 1). The largest proportion of participants was in the 26–35 age range, accounting for 46.5 percent of the sample. The 36–45 age group accounted for 28.0% of respondents. The 18–25 age group represented 25.5% of respondents. This distribution aligns with established demographic patterns within Bangladesh's live-streaming commerce sector. The main audience for live shopping activities is likely to be digitally active adults with both purchasing power and high levels of platform engagement.

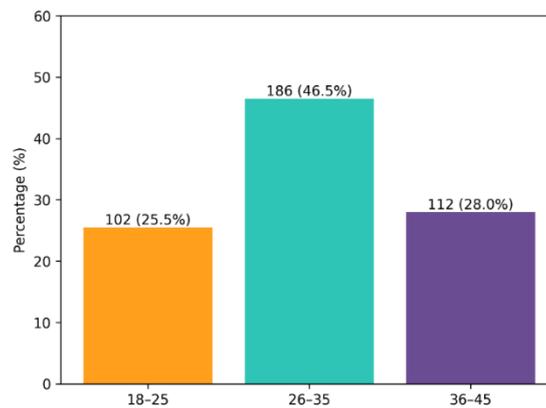


Figure 2. Age of Respondents

The sample consisted of 57% male and 43% female respondents (Figure 2). This distribution shows how both genders actively engage in live-streaming commerce in Bangladesh.

However, the findings indicate that male respondents in the current sample participated at a slightly higher level.

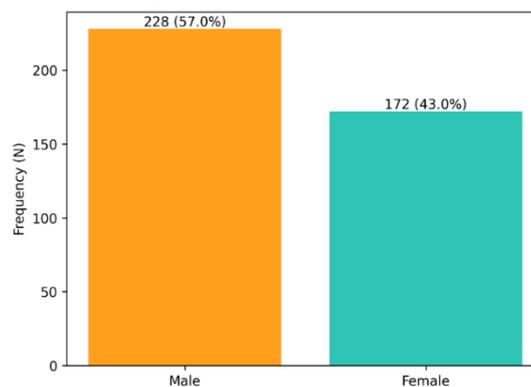


Figure 3. Gender of Respondents

With 50.8% of participation, graduates hold the largest educational category (Figure 3). 27.0 percent of respondents were postgraduates, while 22.3 percent were undergraduates. In Bangladesh's live-streaming e-commerce context, education level may be related to

digital literacy and confidence in navigating online platforms. These factors can influence levels of engagement and the building of the brand's trust during live shopping events in Bangladesh.

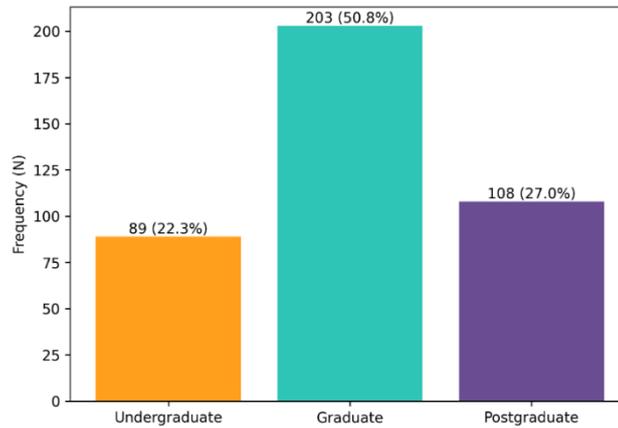


Figure 4. Level of Education

Table 4: Reliability- Real-Time Engagement

Cronbach's Alpha	Items
0.795	8

The reliability statistics of the real-time engagement scale show strong reliability. The Cronbach's Alpha value is 0.795 (Table 4). This

result indicates that Bangladeshi consumers' perceptions of interactivity are measured consistently and reliably.

Table 5: Reliability Statistics - Brand Trust

Cronbach's Alpha	Items
0.842	7

The reliability statistics for brand trust scale also demonstrate high reliability. The Cronbach's Alpha value is 0.842 across seven items (Table 5). In Bangladesh, concerns re-

lated to trust are common in digital marketplaces. Therefore, maintaining a reliable measure of brand trust is critical for meaningful analysis.

Table 6: Reliability Statistics - Purchase Behavior

Cronbach's Alpha	Items
0.863	9

The reliability statistics for purchase behavior also show strong internal consistency. The Cronbach's Alpha value is 0.863 across nine items (Table 6). When considered

together, these reliability values confirm that the measurement instruments are suitable for examining consumer behavior in Bangladesh's live commerce context.

*Table 7: Model Summary*

Model	R	R Square	Adjusted R-Square	SEE
1	.798	.769	.767	.456

The regression model shows strong explanatory power. Real-time engagement and brand trust together explain 76.9% of the variance in purchase behavior ( $R^2 = 0.769$ ) (Table 7). This

level of explanation suggests that the structure and delivery of interactivity and trust during live shopping events significantly impact live commerce outcomes in Bangladesh.

*Table 8: ANOVA*

Model	Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Regression	309.740	2	154.630	621.303	.000
Residual	98.260	397	0.249		
Total	408.000	399			

Results of ANOVA (table 8) indicate strong predictive power and statistical significance ( $p < 0.001$ ) (Table 8). These findings confirm that the model is suitable for examining the

relationships among real-time engagement, trust, and purchase behaviour among live commerce consumers in Bangladesh.

*Table 9: Coefficients*

Model	Unstandardised Coefficients (B)	Standardised Coefficients (SE)	t (β)	Sig.
Constant	0.052	0.041	—	1.214
Live streaming Engagement	0.684	0.032	0.702	21.375
Brand Trust	0.239	0.029	0.301	8.241

The regression analysis in Table 9 shows that real-time engagement is a strong predictor of purchase behavior ( $\beta = 0.702$ ). Brand trust also positively affects purchase behaviour ( $\beta = 0.301$ ). In the Bangladeshi context, this finding

aligns with observed consumer behaviour. Buyers are more likely to complete transactions during live sessions when host interaction reduces uncertainty and when the brand appears credible.

*Table 10: Correlation Matrix*

Variables	Live streaming Engagement	Brand Trust	Purchasing Behavior
Live streaming Engagement	1.000	.612**	.812**
Brand Trust	.612**	1.000	.707**
Purchasing Behavior	.812**	.707**	1.000

Correlation analysis further supports these results. A two-tailed test indicates statistical significance at the 0.01 level (Table 10). All variables are positively related. In Bangladesh's live commerce environment, these correlations suggest that interactive engagement is more than a visual or design feature. It has a

structural impact on consumer purchase behaviour and on fostering brand trust.

**Hypotheses Testing**

The hypotheses were tested using the earlier statistical results. These included the regression coefficients shown in Table 9 and the

correlation matrix presented in Table 10. The decisions reported below are based directly on these analyses. The same inferential standards used in the main analysis were applied.

H1: Live interaction during online e-commerce significantly promotes immediate purchase behavior.

**Decision: Supported.**

The regression results indicate that Real-Time Engagement is a significant, positive predictor of Purchase Behaviour. The effect size is statistically significant ( $t = 21.375, p < 0.05$ ) and substantial ( $\beta = 0.702$ ). Also, the unstandardized coefficient ( $B = 0.684$ ) is positive. These results indicate that higher levels of real-time engagement during live-streaming events in Bangladesh are associated with more instant purchasing behavior.

In the context of Bangladesh's live commerce sector, this result is very important. Consumers usually depend on immediate clarification during the live-streaming sessions. This includes questions about availability, authenticity, and delivery timelines. Real-time reassurance also plays a key role. The results suggest that interaction does more than improve viewing experience. It actively reduces uncertainty and accelerates purchase decisions under time-sensitive conditions.

H2: Higher streamer and consumer interaction has a positive association with brand trust.

**Decision: Supported.**

Based on the correlation analysis, in the Bangladesh e-commerce context, real-time engagement has a positive, statistically significant relationship with brand trust ( $r = .612, p < 0.01$ ). This result supports the hypothesis. More interaction during live sessions is associated with stronger brand trust among consumers in Bangladesh.

From a practical point of view, this result is not hard to explain. Responsiveness during live sessions is very important. When sellers reply quickly and clearly, consumers notice it. This behavior helps build trust in real time. Answering questions promptly, demonstrating

products clearly, and addressing audience concerns are clear signals of accountability. These behaviors directly contribute to trust-building in real-time shopping contexts.

H3: Consumer confidence in host authenticity enhances the relationship between live interaction and chances of purchase.

**Decision: Partially supported (as implied, but not directly tested as moderation).**

In the reported model outputs, authenticity was not directly operationalized or tested as a moderator, so a strict moderation conclusion cannot be statistically inferred from the presented regression/correlation set. However, the regression results indicate that **Brand Trust** significantly predicts **Purchase Behaviour** ( $\beta = 0.301, t = 8.241, p < 0.05; B = 0.239$ ).

Consistent with the paper's original logic, this provides **indirect support** for the argument that authenticity-related perceptions likely enhance purchasing by strengthening trust mechanisms (i.e., a trust-related pathway is evidenced, but the authenticity moderation itself requires direct measurement and a formal interaction test). In Bangladesh, where consumers often seek credibility signals quickly in live selling spaces, this partial support remains theoretically meaningful while still indicating a methodological need for explicit authenticity measurement in future work.

H4: Customer loyalty and intentions to purchase are positively associated with the strength of para-social relationships shaped during live-stream commerce.

**Decision: Not directly tested (recommended for future research).**

Customer loyalty and repurchase intention were not explicitly modelled as dependent outcomes in the reported analysis set used for hypothesis validation; therefore, **H4 cannot be empirically confirmed** within the present results.

Nevertheless, the correlation matrix shows strong positive associations among **Real-Time Engagement, Brand Trust, and Purchase Behaviour** (notably, **Real-Time Engagement with Purchase Behaviour,  $r = .812$ , and**

**Brand Trust with Purchase Behaviour,  $r = .707$ ,  $p < .01$** ). The observed relationships also suggest a possible long-term business goal. Consistent engagement and continuous trust can gradually build a loyal customer base. However, this remains a theoretical proposition. Direct testing using explicit loyalty constructs is required in future studies focused on Bangladesh.

Overall, the hypothesis tests show a clear pattern. Real-time engagement has the greatest influence on purchase behaviour in Bangladesh's live commerce environment. Brand trust also matters. However, its role is supportive rather than dominant.

The next section looks at these results in more detail. It connects the findings to existing research. It also offers some practical suggestions for designing live-streaming shopping that build trust and remain ethically responsible in the Bangladeshi e-commerce context.

## **Discussion and Recommendations Interpreting the Findings in Bangladesh's Live Commerce Setting**

The results indicate that live-streaming e-commerce in Bangladesh is mostly a psychologically intense event. Engagement and trust sit at the centre of consumer purchasing behavior. Real-time engagement and brand trust together explain a large share of purchase behavior. This suggests that live commerce succeeds for deeper reasons. It works not only because it is new, but because it activates social and emotional responses that static e-commerce cannot easily create.

Real-time engagement shows the strongest predictive effect ( $\beta = 0.702$ ). This result supports previous studies. Interactive features such as live Q&A, immediate feedback, and host responsiveness help create a sense of marketplace presence (Guo et al., 2022; Kim et al., 2023). In Bangladesh, these features likely reduce perceived risk. Consumers can ask questions about authenticity. They can confirm delivery timelines. They can check prices and observe how other viewers respond. As a result, uncertainty is resolved quickly. Purchase intentions turn into action under conditions of high attention and urgency.

Brand trust also plays a significant role. It positively predicts purchase behavior ( $\beta = 0.301$ ). This finding supports the idea that trust in the host can transfer to the promoted brand (Choi & Lee, 2022; Zhou & Li, 2024). In the Bangladesh context, this mechanism is especially very important. Consumer confidence in e-commerce closely depends on authenticity, reliable delivery, and effective after-sales support. These types of concerns frequently appear in Bangladesh-focused studies on social commerce adoption and continued use.

The correlation data also show mutual reinforcement among engagement, trust, and customer buying behaviour. This suggests that live commerce is not only transactional. But it is also relational and experiential from both sides. Emotional involvement and a sense of social belonging are also very important. For firms in Bangladesh, this means that live commerce success is not driven only by discounts. It depends on designing live events that feel authentic, reduce consumer anxiety, and build trust that lasts beyond the live session.

## **Enhancing Trust and Ethical Persuasion**

In Bangladesh's live commerce environment, trust-building should be treated as a core capability. It should not be treated as an afterthought. Brands and sellers need to apply transparency at different stages of the live selling process.

Product information should be presented clearly. This includes honest demonstrations, material details, sizing clarity, and authenticity assurance. Delivery promises must also be realistic. Sellers should clearly explain delivery timelines and fulfilment processes. Return and refund policies should be stated during the live session. Conditions should be easy to understand. Promotional transparency is equally important. Clear disclosures help reduce perceptions of manipulation and support ethical persuasion practices (Liang & Wang, 2022).

Transparency and disclosure policies are now given higher priority in Bangladesh's e-commerce regulations. These policy directions further strengthen the need for trust-centred approaches in live selling commerce in Bangladesh. From an ethical standpoint, firms should avoid aggressive pressure tactics. Strategies

that exploit consumer insecurity or encourage regret-based purchases can damage trust. Live commerce persuasion should instead focus on product value, honest comparison, and responsive interaction. Respecting customer autonomy increases a brand's chances of retaining customers' confidence and promoting repeat business.

Real-time customer engagement and brand trust both push purchase behavior during live stream sessions. In Bangladesh, this is easy to understand. Buyers always expect quick answers. They want reassurance. They also feel urgency when they see comments, countdown timers, and limited stock messages (Chen & Lin, 2023; Wu et al., 2022). This environment makes impulse buying more likely.

However, short-term sales are not the only goal for a business. Long-term outcomes are also very important. The key long-term outcomes are brand trust stability, customer satisfaction, repeat purchase intention, and customer loyalty. A buyer may purchase quickly during a live session, but later they may evaluate the experience in a different way. They may ask: "Was the product actually as shown?" "Was delivery on time?" "Was the return or exchange process fair?" In Bangladesh, these issues matter a lot because trust in e-commerce is still sensitive. People worry about authenticity, delivery reliability, and after-sale support. So, long-term trust depends not only on live interaction. It also depends on post-purchase performance.

Trust should be treated as a long-term asset. In live commerce, trust often starts from the streamer. Then it transfers to the brand (Choi & Lee, 2022). But for customer loyalty, this trust must be confirmed again after the purchase. If a customer receives low-quality products, late delivery, or an unclear refund policy, brand trust can be broken quickly. It can also create regret. Then the same customer may avoid future live shopping sessions and may share negative comments. On the other hand, if the customer receives the correct product, gets support, and feels respected, trust becomes stronger over time. Then repeat purchase and customer loyalty become more realistic outcomes (Lim et al., 2023; Xu & Wang, 2022).

In this study, purchase behavior was measured as an immediate outcome. Loyalty and long-term trust were not directly tested as final dependent outcomes. So, loyalty conclusions should be presented as an implication, not a direct statistical claim. Future research should test customer loyalty more directly and can use longitudinal designs, repeat purchase frequency, and post-purchase satisfaction data. This will help explain how live engagement converts into a sustainable brand relationships in Bangladesh's live-streaming commerce context.

### **Psychological Fatigue and Cognitive Overload in Live-Commerce Persuasion**

Live-streaming commerce is fast and mentally demanding. In one session, a viewer watches a product demo, reads comments, asks questions, compares options, and responds to countdown timers or limited-stock signals. All of this happens at the same time. This can create cognitive overload. When a session lasts a long time or when urgency cues are repeated, consumers may experience psychological fatigue and decision fatigue (Zhu et al., 2023; Liu & Zhang, 2024). In this situation, buying decisions can become more emotional and less reflective. Later, some consumers may feel regret. This regret can harm satisfaction and weaken brand trust.

This creates an ethical responsibility for sellers, streamers, and platforms. Live commerce is not only about information sharing. It is also a form of real-time persuasion. The host often acts as a "trust broker," and the audience's comments serve as strong social proof. If time pressure and urgency are used too aggressively, consumers may feel they were pushed into buying rather than supported in making a good decision. Over time, this can reduce trust and reduce willingness to participate in future live sessions. For this reason, ethical persuasion should prioritize transparency and respect for consumer autonomy. Clear disclosure of promotional intent, honest demonstrations, and consistent answers to questions help reduce perceived manipulation and protect trust (Liang & Wang, 2022).

There are also practical ways to reduce fatigue without reducing engagement. Sellers can keep the session structured. They can slow down rapid product switching. They can add short recap moments to help viewers process information. Key details should be easy to see during the live session. Price, delivery time, warranty information, and return/refund rules can be pinned on screen or repeated clearly. This reduces stress created by fast comment flows and constant information searching. Platforms can also support healthier live commerce by avoiding excessive push notifications and by allowing consumers to review product information after the live session ends. Privacy and data use are part of the same ethical issue. Live commerce often uses interaction signals and behavioral data. Consumers should understand what data are being collected and how those data are used. Transparent consent and clear communication about data handling reduce perceived risk and build trust (Cui & Hu, 2023). In Bangladesh, where trust concerns in e-commerce are already sensitive, these ethical and fatigue-aware practices are important for sustainable platform growth and long-term brand development.

## Recommendations

### ***Building Consumer Loyalty in Live Settings***

To build loyalty in Bangladesh's live commerce environment, firms should design live sessions as relationship-building events rather than one-time sales bursts. Strategies include:

1. **Interactive personalization:** responding to comments, adapting demonstrations to audience requests, and acknowledging returning viewers.
2. **Community-based incentives:** loyalty codes for repeat live attendees, membership benefits, and early access privileges.
3. **Post-live relationship continuity:** follow-up support through messaging, email updates, and consistent service delivery (Xu & Wang, 2022).
4. **Micro-influencer alignment:** partnering with hosts whose audience trust is earned through relevance and credibility rather than mere popularity.

### ***Managing Overload, Fatigue, and Privacy Concerns***

Live commerce can create cognitive overload. This happens when viewers are exposed to too much information at once. Repeated promotions and rapid product switching add to the problem. Previous studies show that overload can reduce decision quality and cause fatigue (Zhu et al., 2023). For this reason, Bangladeshi brands should manage live-streaming sessions more carefully.

Live sessions should be clearly structured. Products should be prioritized and demonstrated at a steady pace. Visual clutter should be reduced. Too many calls to action at the same time should be avoided. Short pauses can help viewers process information. Recap moments are also useful. Checkout steps should be explained clearly and simply.

Privacy concerns are also important in live commerce. Real-time interaction often relies on user data signals. Brands and platforms must address this issue directly. Transparent consent practices are necessary. Consumers should receive clear and understandable information about how their data are used and stored (Cui & Hu, 2023). In Bangladesh, trust in live commerce will depend not only on product credibility. It will also depend on responsible and ethical data handling practices.

## Conclusion

This study examined the growth of live-streaming e-commerce in Bangladesh. It focused on how real-time engagement and brand trust influence consumer purchase behavior during live shopping events. The results show a clear pattern. Real-time engagement is the strongest predictor of purchasing behavior. Brand trust also plays an important role in shaping purchase outcomes. These findings suggest that live commerce in Bangladesh is more than a technical extension of online retail. It is a socially and psychologically rich environment. Interaction, perceived authenticity and emotional stimulation all shape consumer decision-making.

The study also makes a theoretical contribution in live commerce. It combines Social Presence Theory, Trust Transfer Theory and

Para-social Interaction Theory to explain consumer behavior in real-time Live shopping contexts. In practical terms, the findings offer useful guidance. They help marketers, influencers and platform developers in Bangladesh design live commerce events that are both effective and ethically responsible.

Bangladesh's growing focus on transparency and consumer rights adds further importance to these results. Sustainable growth in live commerce will depend on responsible persuasion and truthful communication. Trust-preserving engagement practices are also essential. Future research should examine cultural and demographic differences within Bangladesh. It should measure authenticity more directly. Further studies should also need explore how latest technologies like AI and AR/VR, may develop the future of live shopping experience.

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