# Article information:

Frontiers | Marketing by live streaming: How to interact with consumers to increase their purchase intentions  
<https://www.frontiersin.org/articles/10.3389/fpsyg.2022.933633/full>

# Article summary:

1. Live streaming e-commerce has become increasingly popular, with 388 million consumers in China as of December 2020.

2. Live streaming provides powerful interactions between streamers and consumers, creating an immersive shopping experience and emotional value.

3. This study seeks to reclassify live streaming interactions from the perspective of consumer participation motivation, using the computer-mediated communication (CMC) interaction model as a theoretical premise.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy, providing a comprehensive overview of the current state of live streaming e-commerce and its potential for marketers to interact with consumers to increase their purchase intentions. The article is well-researched and supported by relevant literature, which adds credibility to the claims made in the article. Furthermore, the article does not appear to be biased or one-sided in its reporting; it presents both sides equally and explores counterarguments where appropriate.

However, there are some points that could be improved upon in terms of trustworthiness and reliability. For example, while the article does provide evidence for its claims, it could benefit from further exploration into possible risks associated with live streaming e-commerce such as privacy concerns or data security issues. Additionally, while the article does provide a comprehensive overview of live streaming e-commerce, it could benefit from further exploration into other potential applications of this technology such as virtual events or online education platforms. Finally, while the article does provide an overview of how marketers can use live streaming to interact with consumers to increase their purchase intentions, it could benefit from further exploration into other strategies that marketers can use to engage with customers such as social media marketing or influencer marketing campaigns.

In conclusion, overall this article is reliable and trustworthy but could benefit from further exploration into potential risks associated with live streaming e-commerce as well as other potential applications and strategies for engaging customers online.

# Topics for further research:

* Risks associated with live streaming e-commerce
* Virtual events using live streaming technology
* Online education platforms using live streaming
* Social media marketing strategies for live streaming
* Influencer marketing campaigns for live streaming
* Data security issues with live streaming e-commerce

# Report location:

<https://www.fullpicture.app/item/e0f2a021ce97eed5be2a112c46d8693b>