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## **Social Commerce and Livestreaming E-commerce phenomenon as a new driving force for China E-commerce market development**

**Abstract:** The prevalence of E-commerce with social media led to the possibility of promoting and selling goods in a more efficient way with higher customer interaction. Social media are no longer used for entertainment only but also to connect companies, influencers, and potential consumers which, in turn, led to the livestreaming E-commerce development. The aim of the given research paper is to present the phenomenon of Chinese Social Commerce and Livestreaming E-commerce with a comparison to the Western environment, and to investigate different approaches to this trend between Chinese and Western users including illustrating the results of conducted analysis. The paper discussed the main factors that determine Livestreaming E-commerce adaptation in different countries, i.e., cultural differences, customers, attitudes, and level of interest. The article confirms the phenomenon of livestreaming worldwide, emphasizing, however, that livestreaming E-commerce in China is prospecting on a much wider scale than it is in any other country, becoming part of daily life for Chinese people nowadays. It allowed to shed light on the key successful factors and differences between countries regarding this trend. The article uses such research methods as literature analysis, secondary, and primary (survey) data analysis.

**Keywords:** Social Commerce; Livestreaming E-commerce; Livestreaming; Modern China; social media; Influencers

## **Zjawisko Social Commerce i Livestreaming E-commerce jako nowa siła napędowa rozwoju chińskiego rynku E-commerce**

**Abstrakt:** Powszechne wykorzystanie E-commerce wraz z mediami społecznościowymi stworzyło możliwość skuteczniejszej promocji i sprzedaży towarów, ze zwiększoną interakcją z klientem. Media społecznościowe nie są już wykorzystywane wyłącznie w celach rozrywkowych, lecz także do łączenia firm, influencerów i potencjalnych konsumentów, co z kolei doprowadziło do rozwoju Livestreaming E-commerce. Celem artykułu jest przedstawienie fenomenu chińskiego rynku Social Commerce i Livestreaming E-commerce w porównaniu do środowiska zachodniego oraz zbadanie odmiennego podejścia do tego trendu wśród chińskich i zachodnich użytkowników, w tym zilustrowanie wyników przeprowadzonej analizy. W artykule omówiono główne czynniki, które decydują o adaptacji Livestreaming E-commerce w różnych krajach, tj. różnice kulturowe, postawy klientów i poziom zainteresowania. Artykuł potwierdza zjawisko livestreamingu na całym świecie, podkreślając jednak, że livestreaming E-commerce w Chinach jest wykorzystywany na znacznie szerszą skalę niż w jakimkolwiek innym kraju, stając się obecnie częścią życia codziennego Chińczyków. Pozwoliło to rzucić światło na kluczowe czynniki sukcesu i różnice między krajami w odniesieniu do tego trendu. W artykule zastosowano takie metody badawcze jak analiza literatury, analiza danych wtórnych i pierwotnych (ankieta).

**Słowa kluczowe:** Social Commerce; Livestreaming E-commerce; Livestreaming; Współczesne Chiny; media społecznościowe; Influencerzy

**JEL: L81**

## **Introduction**

Chinese E-commerce market not only contributed to more than half of the world's E-commerce retail sales in 2021, but it is also the market characterized by adaptation to the lifestyle of people. Therefore, Social commerce (S-commerce), i.e., a combination of E-commerce and social media, became more and more popular because of the increasing popularity of social sign-on or the growing promulgation of integrated social commerce tools. The prevalence of E-commerce and social media led to the possibility of promoting and selling goods in a more efficient way, with better customer interaction. It is no longer just a trend – it is an omnipresent characteristic of retail in China. Using social media platforms to connect companies, influencers, and potential consumers is a future for Chinese E-commerce.

Recently, the biggest trend of Livestreaming and Livestreaming E-commerce took place in China. Certainly, it is noticeable in other countries as well, however, this phenomenon has the biggest influence on Chinese people on a daily basis. The fusion of E-commerce and livestreaming is a new approach to selling goods, especially in China, which brings various benefits for both customers and clients. Due to the cultural differences between countries, livestreaming E-commerce is adopted differently in a particular market.

The research problem of this work is to find answers to the following research questions:

- What factors determine the adoption or rejection of Livestreaming E-commerce in a given market?
- What made livestreaming E-commerce on the Chinese market operate on a much wider scale than in the West?
- What is the difference in the perception of Livestreaming between Western and Chinese users?

The research problem and questions specified above are the starting point for conducting research, as a result of which it will be possible to provide answers to fill the current informational gap.

The following research hypotheses were also made:

**H1.** The cultural differences, mainly the approach and confidence in influencers affect the acceptance or rejection of the livestreaming E-commerce trend.

**H2.** A greater number of applications used mainly in China offer selling via livestreaming, in the West this phenomenon is not fully known or common though.

**H3:** The difference between a Chinese and a Western user regarding Livestreaming is related to the aim of the processes, Western users use livestreaming mostly for entertainment, and Chinese users for both entertainment and E-commerce.

The aim of the given research paper is to present the phenomenon of Chinese Social Commerce and Livestreaming E-commerce market with a comparison to the Western environment and to investigate a different approach to livestreaming E-commerce between Chinese and Western users.

The main thesis of this work is the statement that such a huge phenomenon as livestreaming E-commerce is mainly influenced by society culture so that is why this trend was more likely to be adopted in the Chinese market rather than in Western countries based on the example of the Polish market. For the purpose of this research paper, the Polish market is perceived as a Western market when compared with the Chinese one.

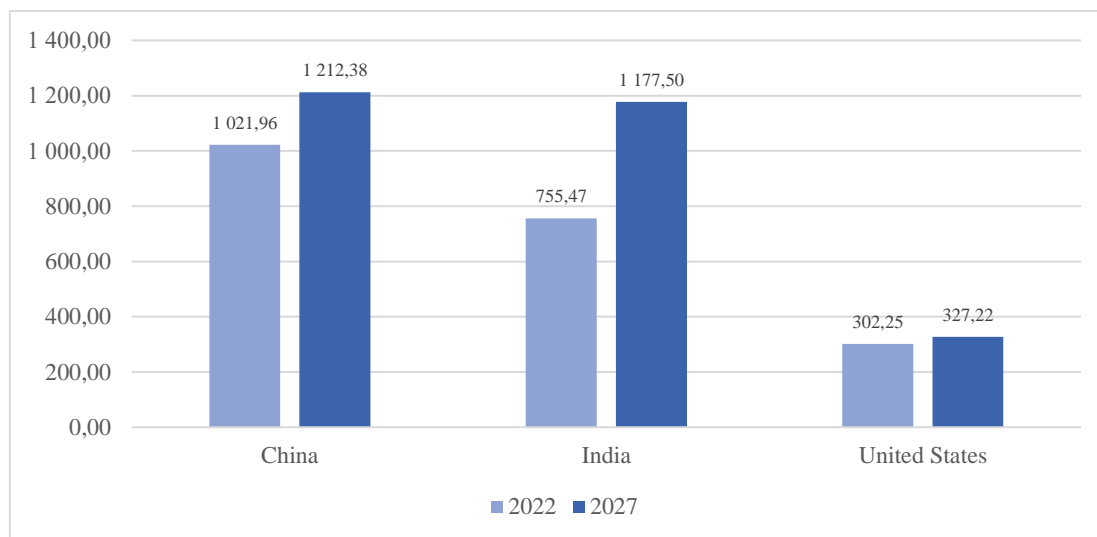
The analysis covered the period from 2016 to 2022. The source basis was an analysis of the literature query in the field of E-commerce, statistical data, and primary data, i.e., results of own pilot research. Currently, there is not much research regarding livestreaming E-commerce in Polish literature, hence this paper research will cover this information gap.

## **1. Social Commerce and Livestreaming E-commerce background in China**

Social media market is the biggest in China and differs from the rest of the world. The Great Firewall of China has a big impact on that, as most Western applications, i.e., Facebook, WhatsApp, YouTube, Twitter etc. became banned in China. It caused the rapid development of Chinese platforms, which are similar to their Western counterparts, however, they are more dynamic, comprehensive, and competitive in terms of the social media landscape (e.g., Tencent's WeChat application). Hence the adoption of artificial intelligence has started to grow in much rapid pace with mainly focus on hyper-personalization in terms of social media platforms. Also, users' purchasing process has been changed as Livestreaming started to be the norm in Chinese social media (Thomala, 2022a). In 2021, Social Commerce market size has reached over 2.5 trillion yuan (over \$374 billion) in China (ITC. (n.d.)a).

As per Statista when it comes to the amount of social network community, China has first place with 1.02 billion social media users in 2022 and it is forecasted to reach 1.21 billion by 2027. Then, India (755 million social media users in 2022 with a prediction of 1.17 billion by

2027) and the United States (302 million social media users in 2022, prediction of 327 million by 2027) (Dixon, 2023) (see Figure 1). Certainly, the reason for such a huge number of social network users in China is the fact of the biggest population worldwide. However, it creates potential in terms of Social Commerce. As Social Commerce is so common in China nowadays, thus, it led to the development of livestreaming E-commerce phenomenon.

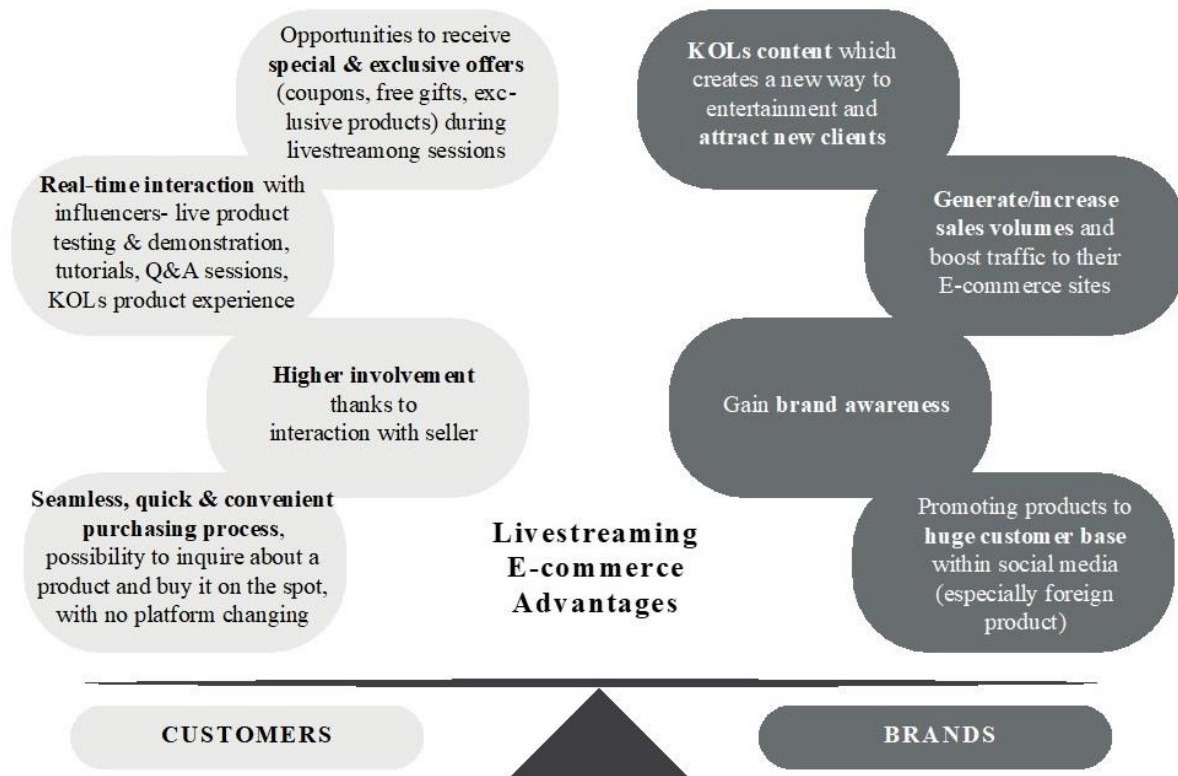


**Figure 1.** Number of social network users in selected countries in 2022 and 2027 (in millions)  
Source: Own elaboration based on Dixon, S., 2023

Firstly, it is necessary to distinguish two phenomena, i.e., Livestreaming and Livestreaming E-commerce. Livestreaming aims to record and broadcast digital media in real-time, which differs from well-known pre-recorded short videos online in the West, e.g., YouTube. Originally, it was related to the gaming industry, however, it expanded its activities for selling as well. Livestreaming E-commerce, however, refers to recording and streaming in real-time but it is related to selling and purchasing goods. The Gross Merchandise Value (GMV) of livestreaming E-commerce in China is still growing, and the biggest growth took place during the COVID-19 pandemic period of time due to the forced closure of stores (Tenba Group, 2023b). Therefore, both Livestreaming and Livestreaming E-commerce have become very popular tools for promoting brands and selling products online. A great example is Louis Vuitton Livestreaming E-commerce attracting more and more customers (GMA, 2022).

The fusion of E-commerce and livestreaming is a new attitude to selling, by the combination of entertainment with a straight relationship with clients. This allows companies to attract more customers, gain brand awareness among customers (especially for small local businesses), generate, or increase sales volumes and promote products within a big customer base. For customers, however, it allows receiving special offers, real-time interaction with

a seller and it provides a seamless and convenient purchasing process with higher customer involvement (see Picture 1.) (Eastmedia. (n.d.)b).



**Picture 1.** The advantage of using Livestreaming E-commerce for brands and customers  
Source: Own elaboration based on: Eastmedia, n.d.b., Tenba Group, 2023b

Currently, more than 550 million people tuning into livestreams daily, whereas just two years ago it was around 150 million (Chernavina, 2022). The GMV of Livestreaming E-commerce in China was worth 2.36 trillion yuan in 2021, from 20 billion yuan in 2017 (Ma, 2022). This huge success of Livestreaming E-commerce in China is caused by the fact that Chinese customers do not find product photos or descriptions at online stores trustworthy and they need live product demonstrations (ITC, (n.d.)b). The commonly streaming topics are fashion, cosmetics, and accessories, as well as entertainment i.e., dancing, singing, or *challenges*.

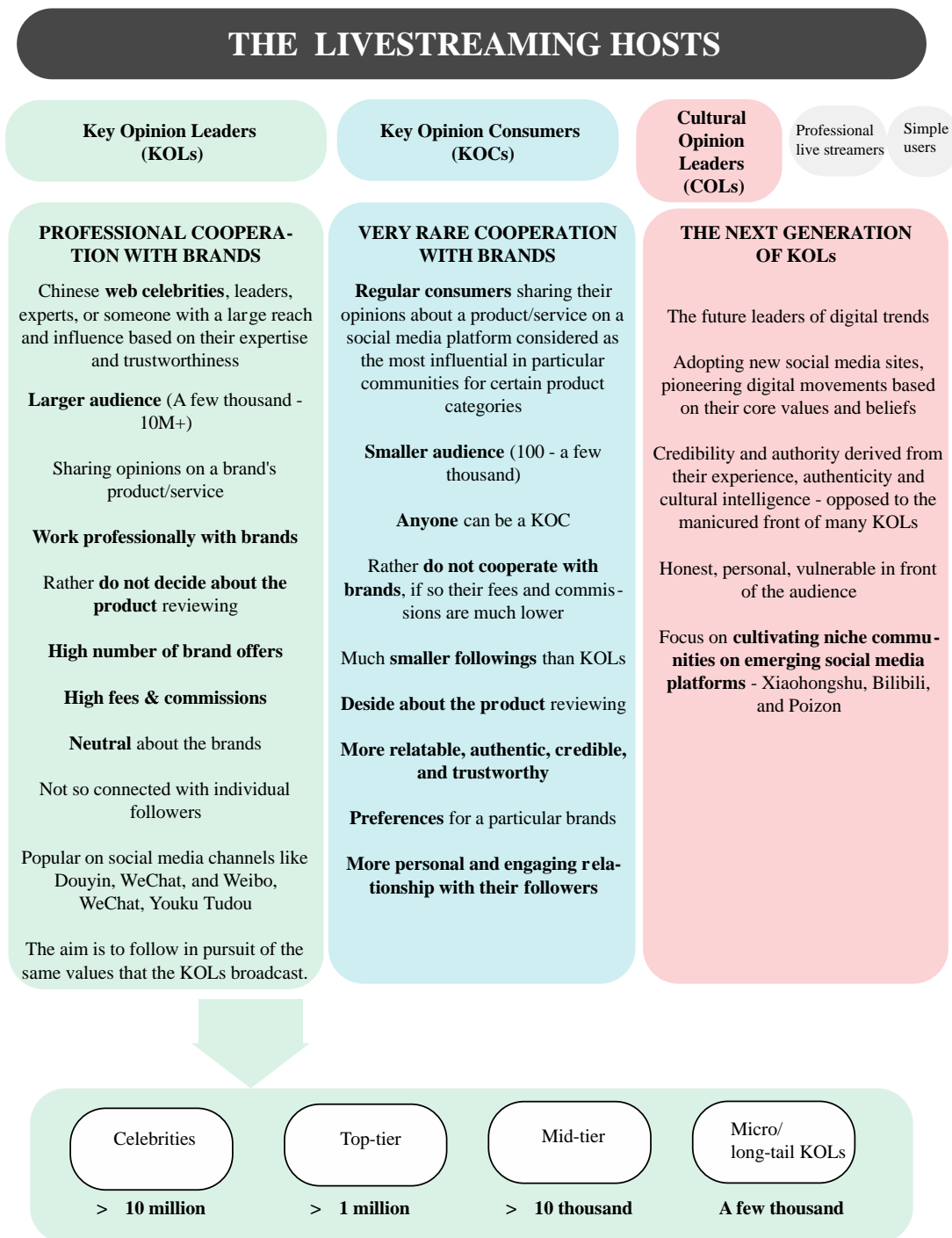
## 2. Selling through KOLs and livestreaming in China

The livestreaming development is incredibly high which is why many companies found this phenomenon as a huge potential for their business process. They can create their livestreaming content or move it to already existing and well-subscribed livestreams led by KOLs (Chernavina, 2022). Nowadays, to reach out to a broader audience, companies need to consider cooperation with influencer marketing as a *must-have*. Users' purchase intent is

stimulated by KOLs to make them buy the product they see immediately. KOLs test products, share their experiences, and interact in real-time with their followers via Q&A sessions. The KOLs in China is a territory with huge potential with a significant role in the Chinese media sphere and E-commerce. As per Statista, this sector is predicted to be worth almost 7 trillion yuan by 2025 in China (Thomala, 2022b).

In a Livestreaming E-commerce, there are two key players: the livestreaming host and the audience. In China, the livestreaming hosts can be Key Opinion Leaders (KOLs), Key Opinion Customers (KOCs), Cultural Opinion Leaders (COLs), professional live streamers, or simple users (see Picture 2.) (GMA, 2022). KOLs are Chinese web celebrities who collaborate professionally with brands and have high fees and commissions. They reach a wider audience (a few thousand – more than 10 million). They usually do not decide about the product they review and stay neutral about the brands. There are four types of KOLs in China, based on the number of followers, i.e., Celebrities (>10 million), Top-Tier KOLs (> 1 million), Mid-tier KOLs (> 10 thousand), and Micro/Long-tail KOLs (a few thousand) (Daxue Consulting, 2022). KOCs, instead, are regular customers who share their opinions about the product with smaller audiences (100 – a few thousand) and anyone can be a KOC. They, however, do not cooperate with brands so often and once they do, their fees are rather small. KOCs can decide about the product they review. They seem to be more reliable and have more personal relationships with followers. COLs are the next generation of KOLs, these are people from Gen Z, focused on cultivating niche communities on emerging social media platforms like Xiaohongshu, Bilibili, or Poizon. KOLs are the most common type of livestreaming hosts in China, which is why, this research paper is focused on this group of influencers only.

The most popular live streamer celebrity in China is Viya with over 18 million followers on Weibo and 80 million followers on Taobao (Greenwald, 2020; Chin, 2021). Also, Jiaqi (Austin) Li, known as the *Lipstick King* is very popular, with over 60 million followers on Taobao. The key is the more fans, the more bargaining power with brands in order to get the lowest price for the live streamer (Greenwald, 2020; Yang, 2022).



**Picture 2.** The livestreaming hosts types

Source: Own elaboration based on: Daxue Consulting, 2022; ITC. n.d.a; Daxue Consulting, 2023

### 3. Western versus Chinese Livestreaming approach

The livestreaming term is well-known both in the West and in China, however Livestreaming E-commerce in China is prospecting on a much wider scale than it is in any other country, becoming part of daily life for Chinese people nowadays. Although, Amazon, Facebook and Instagram have launched its livestreaming option with selling a feature, however,

more people still prefer livestreaming for entertainment mostly. In China, in turn, most applications have already provided livestreaming E-commerce option, which is a part of their daily activities nowadays. Chinese consumers find livestreaming as an essential part of their shopping journey (Pabari, 2020). Although this phenomenon is used in the West and in China, customer attitudes, as well as the level of interest vary greatly. In China, the line between E-commerce and social media is blurred creating integrated Social Commerce (ITC, n.d.b).

As Western social media, i.e., Facebook, YouTube or Instagram has been banned in China, Chinese domestic platforms were developing at a very fast pace. Unlike Western applications, Chinese ones are more integrated creating a digital ecosystem, which in turn, is a great environment for the KOLs marketing strategy development. In both cases, KOLs strategy is well-known, however in the West, all people related to this content are called *Influencers*. These influencers are typically paid not so high fee or commission for each post as it is in China (see Table 1.) (Greenwald, 2020). Moreover, the Western customer purchasing process is taken both via computers and mobile devices, whereas in China mobile devices are used mainly. It is observed that the evolution of livestreaming E-commerce is not yet totally adopted in the Western market. Unlike Chinese consumers, who quickly became used to new technologies, this trend needs more time to be adopted by Western consumers (Arroyo, 2020).

**Table 1.** Western versus Chinese approach to livestreaming

Source: Own elaboration based on: Daxue Consulting, 2022; Greenwald, M. 2020

	<b>Western</b>	<b>Chinese</b>
Purpose	Entertainment mainly (i.e., computer games, vlogs)	Entertainment and purchasing, Livestreaming E-commerce on a daily basis as a part of the shopping journey
Type	Most videos are already recorded and uploaded on the Internet, the replies at a later date or no reply at all, longer purchasing process, Livestreaming E-commerce has begun to develop	Real-time selling, Q&A session with KOLs, an immediate answer from a seller, purchasing decision within a few minutes
Approach to Livestreaming hosts	Limited confidence in <i>Influencers</i>	Absolute confidence in KOLs
Livestreaming host	Called <i>Influencers</i> , lower fee/commission, rather an entertainment content than the E-commerce livestream selling	KOLs (4 types: Celebrities, Top-Tier, Mid-tier and Micro/Long-tail KOLs) KOCs, COLs, Professional live streamers, Simple users; higher fee/commission; Livestreaming E-commerce highly developed
Device	Both computers and Mobile Devices	Mostly Mobile Devices

#### 4. Popular Livestreaming Applications in China

As YouTube with over 2 billion logged-in users monthly is banned in China, there is a space created for Chinese platforms. When it comes to the most popular livestreaming



applications, it can be divided into 3 categories: dedicated livestreaming platforms, E-commerce focused platforms and other platforms with livestreaming and E-commerce segments (Tenba Group, 2023b). The first category is mostly focused on entertainment and live online gaming, i.e., HuYa, DouYu, Inke. Based on the huge success of these applications, the E-commerce platforms in China implemented livestreaming for their audience. In 2021, leading livestreaming E-commerce platforms in China were Taobao Live, Douyin, and Kuaishou with a total GMV of more than 1.9 trillion yuan. Alibaba's Taobao Live accounted for about 37.8 % of the total GMV which makes it the largest livestreaming E-commerce platform (Ma, 2022b). Recently, also WeChat has introduced livestreaming E-commerce feature, so it has a big potential to be one of the biggest competitors in terms of livestreaming E-commerce (GMA, 2021). The E-commerce platform with livestreaming feature is also Xiaohongshu. The other platform with a livestreaming and E-commerce segment is BiliBili (see Table 2.).

**Table 2.** Commonly used Chinese livestreaming application, by category

Source: Own elaboration based on: ITC, n.d.a; Chi. S., 2022, Chernavina, 2022, GMA, 2022; Eastmedia, n.d.b.; Daxue Consulting, 2020

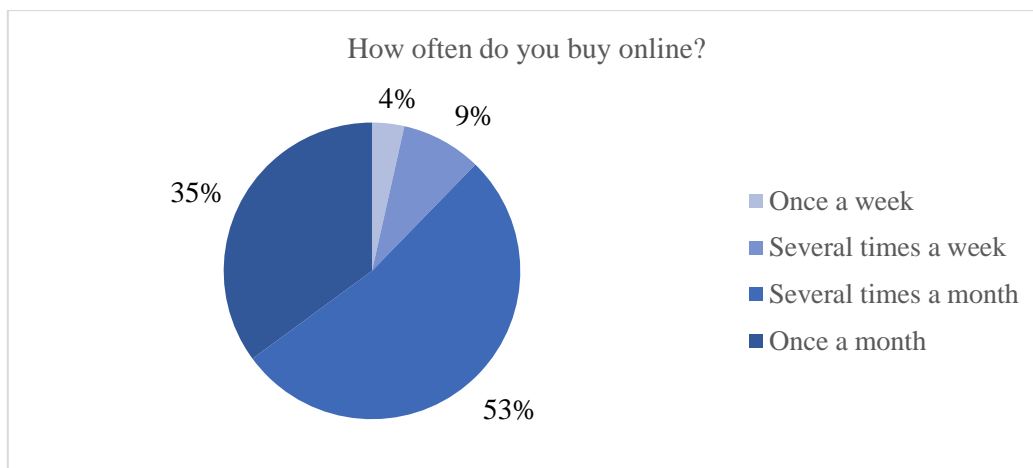
Category	Platform	Description
Dedicated livestreaming platforms (entertainment mostly)	HuYa Live	Also known as Nimo TV, launched in 2014, an official broadcaster of esports competitions, mainly focuses on gaming livestreams. It is popular among gamers – mostly a younger male audience.
	DouYu Live	It is a well-known platform for gaming livestreaming, known as 'Chinese Twitch'. It is a leading livestreaming platform with smooth live videos or games tournament services.
	Inke	General-content livestreaming platform, popular with gamers but not only. Challenges-based content mostly.
E-commerce focused platforms	<b>Taobao Live</b>	Launched in 2016, an established online commerce platform with the largest female audience. The active users exceed 750 million. Its offer is integrated with that of the Tmall marketplace and the rest of the Alibaba Group platforms.
	<b>Douyin (TikTok)</b>	Mainly famous for its short videos, introduced an E-commerce function in 2018. The platform chosen by KOLs. The key is creating creative, interesting content, responsive to the latest trends. This application attracts younger audience. Douyin launched over 9 million livestreams every month (May-April 2022) and sold at least 10 billion pieces of goods.
	<b>Kuaishou</b>	Launched in 2011 as a GIF-sharing platform, attracts an older audience outside of China's Tier 1 cities and has the largest male audience. It focuses mostly on Chinese rural life. In 2016, it opened up livestreaming, and boasts upwards of 300 million active users. Integrated E-commerce into its livestreaming platform. Its key to success is trusted KOLs to create a fan base and a close relationship with the audience.
	WeChat	The most popular application in China is also becoming a key livestreaming tool via WeChat Mini Program live streams so its livestreaming feature is available for official accounts. It is very promising for the future of online retail.

	Xiaohongshu	Launched in 2013, very popular among young women. In 2019 became a fairly unexpected E-commerce frontrunner so it is a great place for product promotion through livestreaming. Direct interaction between seller and customers. Xiaohongshu takes great advantage of KOL and allows brands to create their store so they can sell merchandise directly.
Other Platforms with a Livestreaming and E-commerce Segments	Bilibili	Launched in 2009, originally as a video service for anime fans. Bilibili focuses on ACG (anime, comics, and games). Livestreaming is the second largest revenue generator for Bilibili, after gaming. It enables collaboration with brands with KOLs, KOCs. In March 2019, Bilibili launched an E-commerce feature. 130 million monthly active users and 8.8 million paid subscribers. Often young, hip audiences. Platform dominated by User-Generated Content.

## 5. Research Methodology

The survey was conducted to examine the frequency and scope of online shopping and the awareness of livestreaming E-commerce trends among Polish people. The pilot research was conducted on a group of 57 people who do shopping online, 63% of respondents were male and 37% female and the largest group were people aged 20-30 (70%). When it comes to the place of residence, almost half of the respondents (47%) were from cities inhabited by more than 500 000 people.

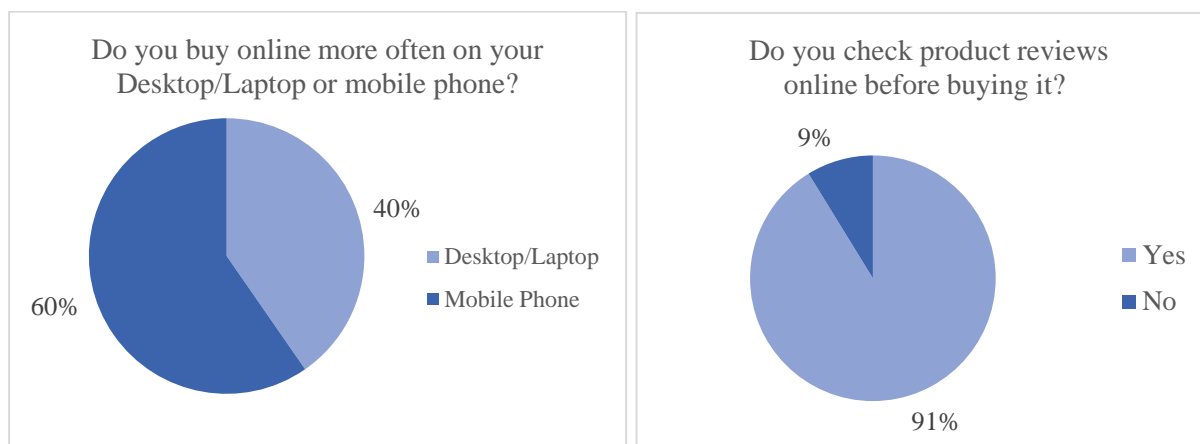
For the purpose of this research paper, the respondents were asked about the frequency of the online purchasing process. More than half of the group (53%) indicated that they buy online several times a month, 35% once a month, only 9% several times a week and 4% once a week. What is interesting, no one indicated buying online every day as it is noticeable in the Chinese market (see. Figure 2.). It shows a different approach to buying online between people in Poland and China.



**Figure 2.** The frequency of shopping online  
Source: Own elaboration

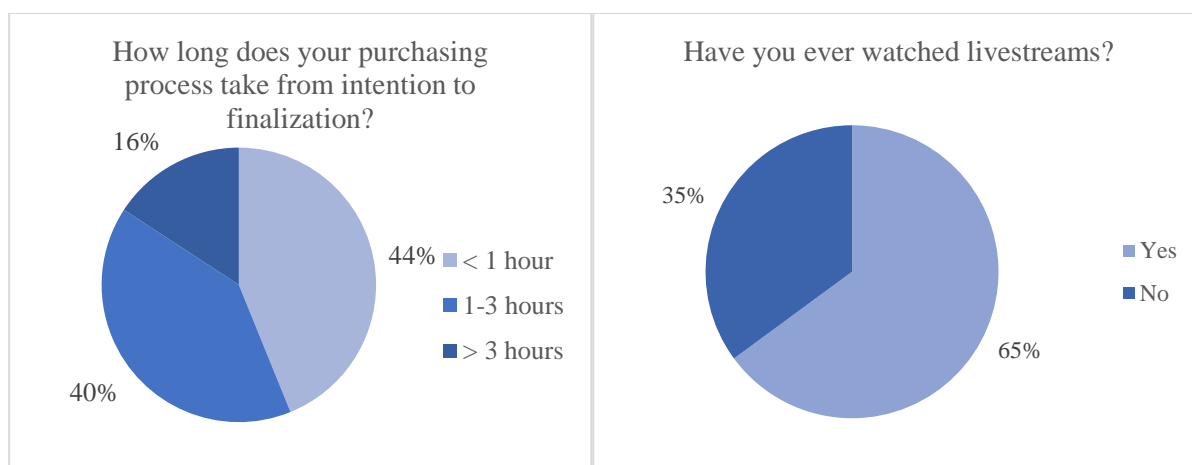
As per Figure 3., Polish people use both Desktop/Laptop and Mobile Phone for shopping online, however, 60% of people indicated that they use Mobile Phone. Moreover, 91% of respondents

answered that they check product reviews online before buying a product (see Figure 2.). It shows that this market has potential in the case of livestreaming E-commerce.



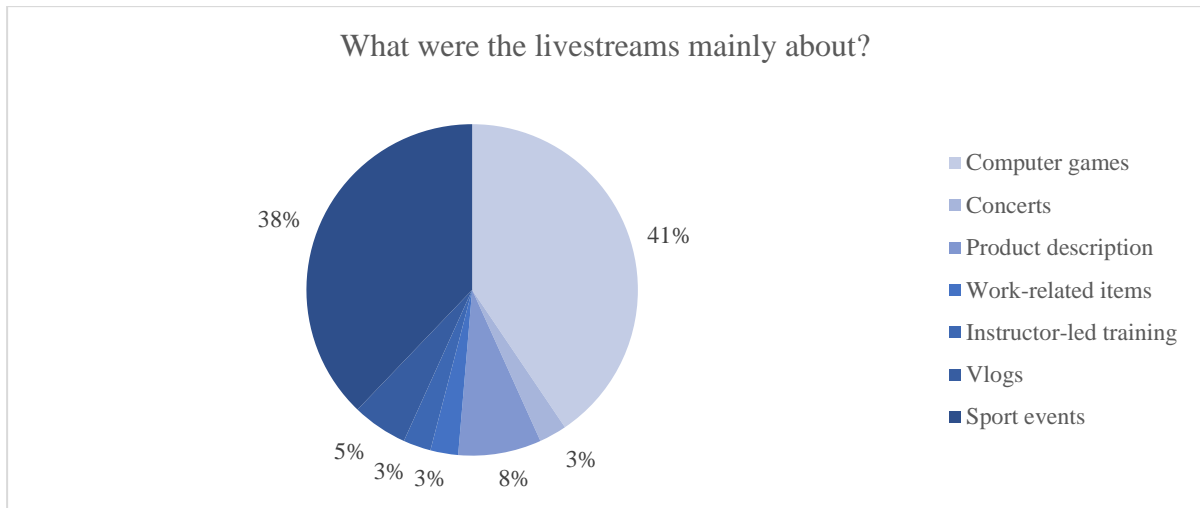
**Figure 3.** Online purchasing process device and online opinion preferences  
Source: Own elaboration

The crucial factor in shopping online is also the duration of the purchasing process. For 44% of respondents, it takes less than 1 hour, for 40% it is 1-3 hours and 16% indicated that this process takes more than 3 hours. What is more, 65% of respondents have been already watching livestreams, which means that this term is well-known by Polish people (see Figure 4.).



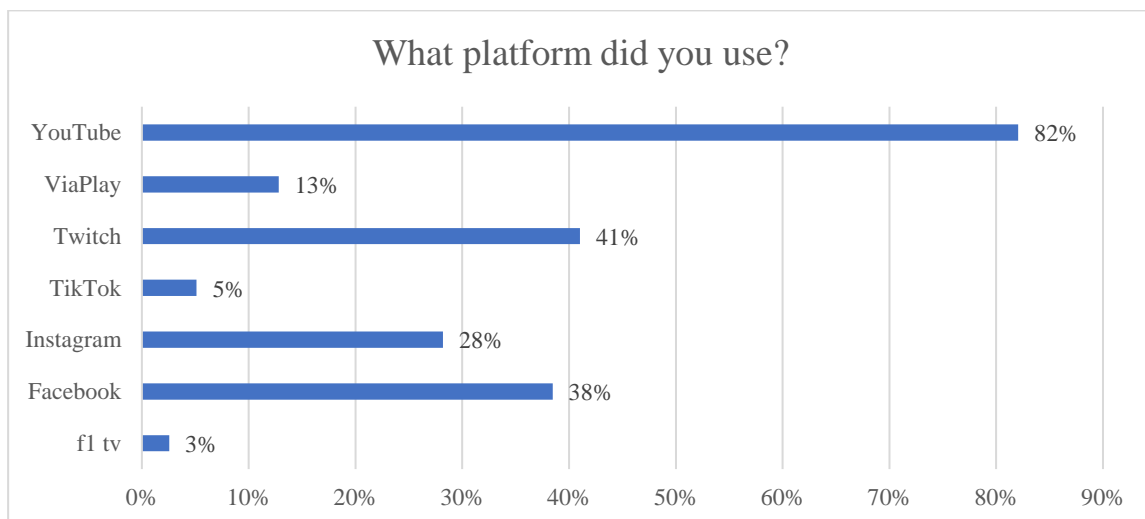
**Figure 4.** The duration of the purchasing process  
Source: Own elaboration

As Polish people take part in livestreams, it was essential to determine the livestreaming content. As per Figure 5., 41% of people watched livestreams related to computer games, 38% indicated sport events, and 8% - product description. The other reason were vlogs, concerts, work-related items, and instructor-led training. It confirms that Polish people take part in livestreams with entertainment content mainly.



**Figure 5.** The Livestreams contents  
Source: Own elaboration

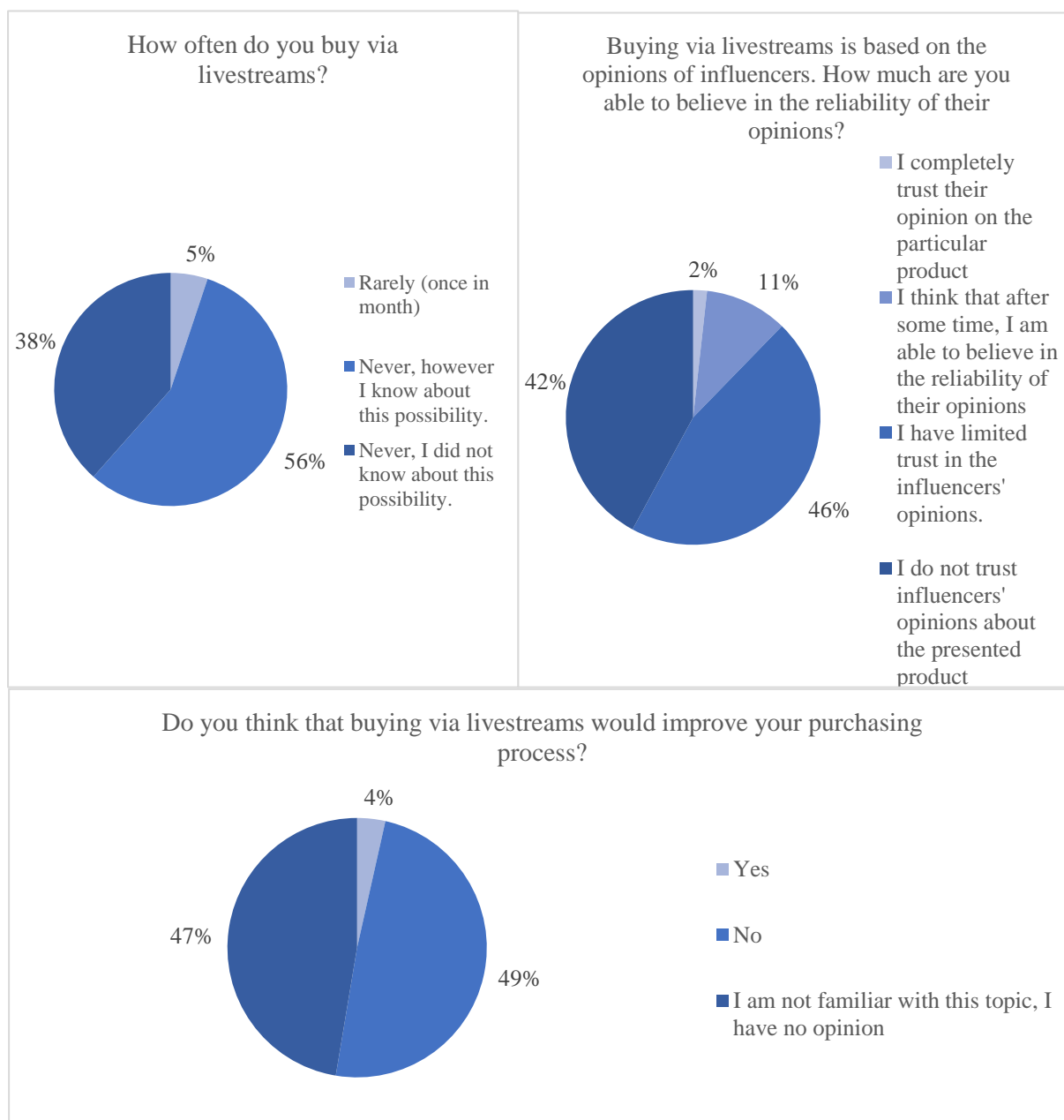
Mostly YouTube platform (85%) is chosen for livestreaming by Polish people, Twitch (41%), Facebook (38%) and Instagram (28%) (see Figure 6.).



**Figure 6.** Livestreaming platforms chosen mostly by Polish people  
Source: Own elaboration

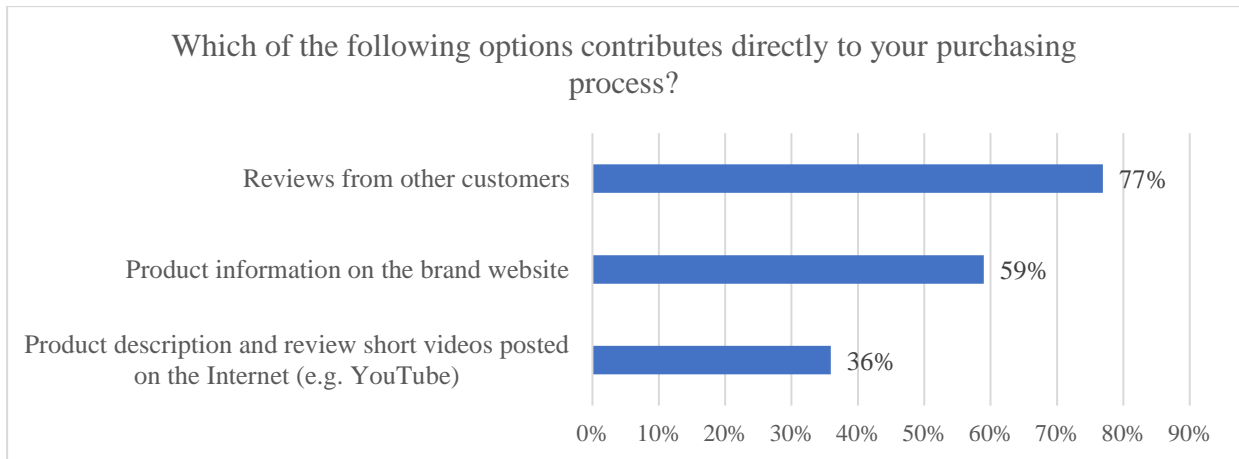
The next point was to investigate the frequency of buying via livestreams 56% of respondents answered that they never buy via livestreaming even though they know about that possibility, 38% of people indicated that they have never bought a product via livestreaming platform, and they were not aware of this trend. Only 5% of respondents buy via livestreaming platform once a month. When it comes to approach to influencers, 46% of people have limited trust in the influencers' opinions, 42% - do not trust them at all, 11% - of people can believe them after some time. Only 2% answered that they completely trust their opinion. Furthermore, almost half of a group (49%) do not think that buying via livestreams would improve their

purchasing process, 47% of people are even not familiar with this topic and have no opinion and only 4% believe that it would improve their buying process (see Figure 7.).



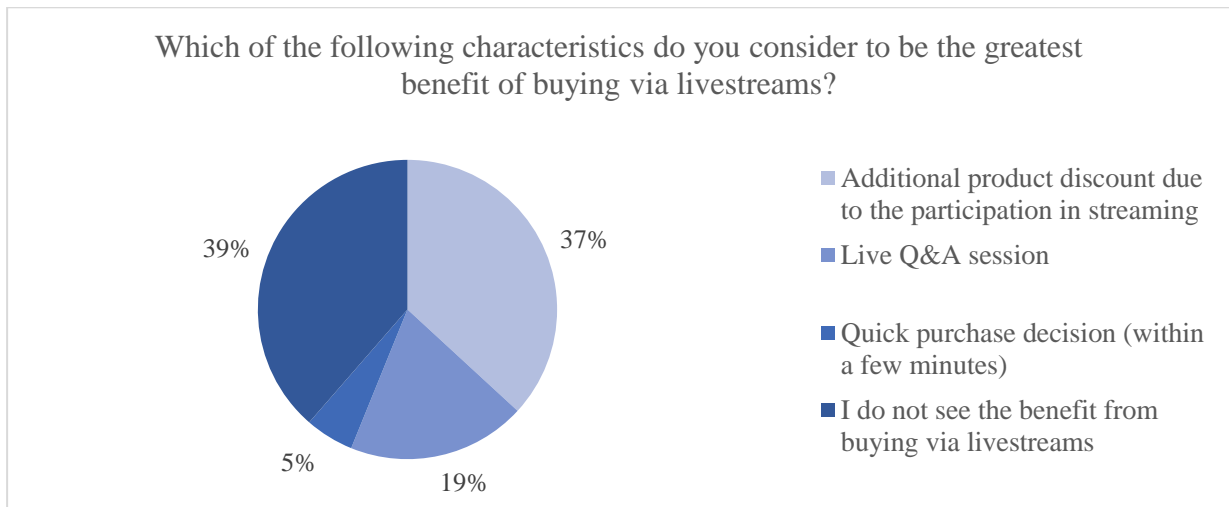
**Figure 7.** Approach to the livestreaming E-commerce among Polish people  
Source: Own elaboration

As Livestreaming E-commerce is not practiced so often by Polish people, respondents were asked about the option that contributes directly to their purchasing process. For 77% of people these are reviews from other customers, for 59% it is product information on the brand website and for only 36% it is a product description as well as review short videos posted on the Internet (see Figure 8.).



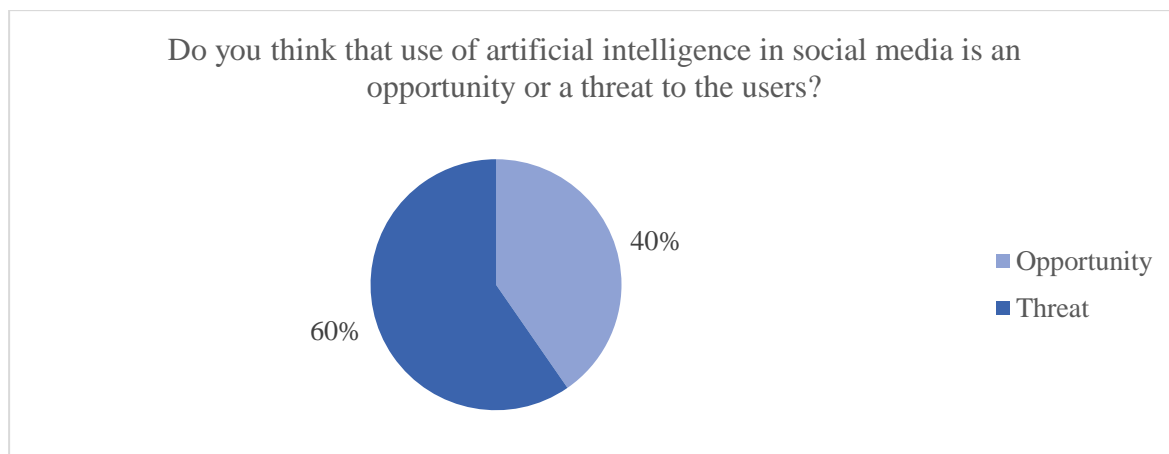
**Figure 8.** Indicators contributed to users purchasing process  
Source: Own elaboration

The survey was also meant to be conducted to investigate which characteristics would be considered by Polish people as the greatest benefit of purchasing via livestreaming. What is surprising, 39% of respondents do not see the benefits from buying via livestreaming, 37% believe that these are additional product discount due to the participation in streaming, 19% - a live Q&A session and only 5% of people indicated quick purchase decision (see Figure 9.).



**Figure 9.** The greatest benefit of buying via livestreams  
Source: Own elaboration

Moreover, 60% find the usage of artificial intelligence in social media as a threat and only for 40% it is an opportunity (see Figure 10.).



**Figure 10.** The approach to the usage of artificial intelligence in social media  
Source: Own elaboration

The final question was about any risks or inconveniences they find regarding buying via livestreaming. The results are shown in Table 3. – 46% of people notice some risks, 30% do not find any and 25% have no opinion regarding this trend.

**Table 3.** Risks/inconveniences regarding buying via livestreams

Source: Own elaboration

Do you find any risks/inconveniences regarding buying via livestreams? If yes, what kind of risks/inconvenience?	%
<b>Yes</b>	<b>46%</b>
A large number of recipients, a high chance of a mistake on the part of the seller	2%
Adapting to livestreams hours	2%
High chance of manipulation of a less aware client	2%
Insincere influencers' opinions	5%
A limited selection of products	2%
Low-quality/fake products sold as exclusive ones	5%
No possibility of convenient browsing through the offer, imposed pace of purchasing	2%
No possibility to check, or touch the product	2%
Playing on clients' feelings in order to buy a product	2%
Potential fraud	4%
Pressure for a quick purchase	7%
Probability of buying more things we usually do not need, ill-considered purchases	2%
Product advertising sponsorship	2%
Purchasing in the heat of the moment which often causes disappointment with the product	9%
<b>No</b>	<b>30%</b>
<b>I have no opinion</b>	<b>25%</b>
<b>Sum</b>	<b>100,00%</b>

Livestreaming E-commerce is a big success and trend in China, however, due to the cultural difference, the Polish market has not adopted this trend on such a scale yet, even though the potential of this trend is huge as per the frequency of mobile phones usage or relatively quick purchasing decision by Polish people.

## Conclusions

Nowadays, social media has a big impact on the shopping online process. From text and photos to livestreaming, Social Commerce is currently developing in China. This process is mostly about the communication between companies and customers. The social media market in China is the biggest worldwide and differs in many ways. In comparison to their Western counterparts, they are more dynamic, comprehensive, and competitive in terms of the social media landscape. It has to be mentioned that the terms *livestreaming* and *livestreaming E-commerce* are not the same. While for the Western user, livestreaming is used for entertainment mostly and livestreaming E-commerce is not used on a daily basis, for Chinese people, in turn, most applications have already provided livestreaming E-commerce process which is a part of their everyday activities.

Regarding the research problem of this work, the main factors determining the success and rejection of Livestreaming E-commerce phenomenon were presented as well as the difference in the perception of Livestreaming between Western and Chinese users was described. Also, the hypothesis was approved.

The research was conducted to present the phenomenon of Chinese Social Commerce and Livestreaming E-commerce market with the comparison to the Western environment and to investigate different approaches to livestreaming E-commerce between Chinese and Western users. Thus, the aim of this work was achieved. The thesis that such a huge phenomenon as livestreaming E-commerce is mainly influenced by the society culture so that is why this trend is more likely to be adopted in the Chinese market rather than in the West was confirmed based on the example of the Polish market, which was evidenced by the conducted research. The different approach to livestreaming E-commerce is based on the cultural difference that we need to be aware of. The given research paper shows the extent to which the two markets differ from each other, thus, showing the reason for livestreaming E-commerce success in China.

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