Research Paper

Exploring Live Stream Shopping (LSS) on Instagram within the Scope of Flow Theory: A Netnographic Study.

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ABSTRACT

Live Stream Shopping (LSS) is rapidly gaining widespread global adoption and has garnered significant interest from researchers and businesses in recent years. Especially conducted on social media platforms, LSS plays a crucial role in creating new and real-time interactive experiences among many companies and users. Given the rising trend of LSS, this study examines the experiences of users shopping through live broadcasts in Turkey and their interactions with selling accounts specifically on the Instagram platform. Employing a netnographic approach, the current research aims to explore how users' live shopping experiences are framed within the context of flow theory and to contribute to the emerging LSS literature. The findings indicate that users are engaged in a hedonic motivation during live broadcasts, and elements such as discounts, campaigns, and the fear of missing out prompt users towards making purchases.

Keywords: Live stream shopping (LSS), Instagram, Flow theory, Netnography.

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1. INTRODUCTION

Globally, individuals utilize social media and other online platforms not only to express their identities but also to share emotions, ideas, and information, as well as to establish collective relationships and connections (Garcia et al., 2009; Hallett & Barber, 2013). Despite having diverse socio-cultural characteristics, the social communities formed in these environments bring together heterogeneous individuals who share interests, passions, and emotions (Addeo et al., 2019). Moreover, social media serves as a medium that offers marketing opportunities and challenges for businesses through customer engagement, in addition to creating brand awareness among consumers (Fujita et al., 2017).

The widespread use of social media globally plays a significant role in altering consumers' purchasing experiences and creating new communication environments for businesses to present their products and services. LSS, a relatively new domain, allows sellers to promote their products in real-time to large audiences and directly interact with customers. The LSS phenomenon has changed the shopping behavior of consumers and offered them a more interactive and dynamic shopping experience. Due to the widespread use of social media, a radical transformation has occurred in the functioning of e-commerce. Initially, e-commerce websites enabled users to shop online; today, they can shop via social media platforms as well. Social media can enhance customer satisfaction by increasing engagement with customers (Huang & Benyoucef, 2013). Additionally, by encouraging customers to interact with each other, it can create a useful and trustworthy word-of-mouth communication network among customers. This, in turn, increases users' purchasing intentions (Tien et al., 2019; Tourani, 2022).

Upon reviewing the literature on live stream shopping (LSS), it is evident that research predominantly focuses on the motivations and purchasing decisions of customers shopping through live streams (Apasrawirote & Yawised, 2022; Barta et al., 2023; Chen & Lin, 2018; Saputra & Fadhilah, 2022; Yu et al., 2018) as well as the perspectives of broadcasters (Chen et al., 2023; Xie et al., 2022). The live shopping conducted on Instagram, which is the focus of this study, provides an environment that makes the online shopping experience more engaging for customers. However, this shopping experience is limited by the seller's decision to end the live stream within

a specific time frame. This situation encourages potential customers to be more active on Instagram during the designated shopping time (Fransiska & Paramita, 2020). Although LSS is becoming an increasingly significant market, it is difficult to claim that there is sufficient and comprehensive research in the literature on this topic. This study adopts an exploratory approach by examining the live shopping experience through the interactions between Instagram users and selling accounts from a dual perspective. Accordingly, this research seeks to answer the following two fundamental questions:

RQ1: What are the experiences of social media users during live-stream shopping sessions?

RQ2. How do interactions between users and selling accounts occur during live streams?

The netnography approach, a crucial tool for understanding the social world and cultures of online communities, has been utilized in this study. The data, collected through approximately 18 months of participant observation, is significant because it provides a comprehensive and dual perspective by including both users and accounts that sell products. The findings not only contribute to the literature but also offer valuable insights for future researchers, businesses, and social media platforms.

2. LITERATURE REVIEW

2.1 Live stream shopping (LSS)

Since 2011, live streams have grown in popularity due to their dynamic environment that provides entertainment, socialization, and business prospects (Hilvert-Bruce et al., 2018). Shopping platforms offer distinctive experiences by enabling users to interact with one another while shopping online via a variety of communication channels, including social media and mobile devices. The socializing process frequently shapes the characteristics that influence consumer purchase behavior on social media sites. Through features like advertisements, user reviews, suggestions, and debates, users connect with one another to gain information and expertise (Wu et al., 2020). Customers are guided in their purchasing decisions and preferences by these interactions. Consumers' reasons for shopping are linked to their values and the joys they experience (Babin et al., 1994). Variables influencing the shopping involvement include consumers' enthusiastic states, the highlights of favored items, and the satisfaction experienced amid the obtaining prepare (Hoffman & Novak, 1996). These inspirations and encounters have gotten to be more articulated with the rising ubiquity of live stream shopping in later a long time.

The live shopping encounter offers clients an inventive shopping involvement and can be conducted through different stages. At first presented on major stages like Amazon or Alibaba's Taobao, live stream shopping (LSS) is presently too conducted through social media stages like Instagram and TikTok. Also, this deals strategy can presently be actualized by means of brands' possess websites and versatile applications (González, 2022). This permits brands and vendors to reach a broader group of audience, thereby expanding the notoriety and effect of live stream deals. Investigate on live stream shopping (LSS) has been on the rise in later a long time, and an audit of the writing uncovers that these considers are transcendently drawn closer from showcasing and financial points of view (Fu & Hsu, 2023; Huang et al., 2022; Liao et al., 2023; Pons Julián & de Luna, 2024). Moreover, it has been noted that investigate on live stream shopping is frequently conducted by Chinese researchers (Luo et al., 2021). LSS, which focuses on social media platforms, is gaining attention as an increasingly widespread phenomenon. The concept is defined as the process of broadcasting "real-time" event videos to create a friendly and interactive environment with customers to boost store sales (Saputra & Fadhilah, 2022). A recent study on the shopping experience during live broadcasts on Instagram found that the comment feature during live streams provides feedback opportunities, and this interaction makes users feel more immersed in the events (Saffanah et al., 2023). Research by Sun et al. (2019) demonstrated that sellers' abilities to showcase products in detail, respond immediately to customer inquiries, and provide personal guidance during live streams positively impact customer participation and purchase intentions. Shopping events conducted through live streams aim to capture user interest, enhance satisfaction, and improve shopping experiences (Xue & Liu, 2023). LSS is expected to gain increasing importance in the e-commerce world and become a mainstream trend (Wongkitrungrueng & Assarut, 2020).

Businesses often consider interaction as one of the most critical factors to attract users, especially during live streaming events on social media, in order to compete effectively with other businesses (Bawack et al., 2023). Interaction plays a crucial role in enhancing customer experience, where the professionalism, proactivity, and effective listening skills of staff enable them to establish a strong emotional connection with customers, offering them a rich and memorable experience beyond mere consumption of goods or services (Samir & Soumia, 2020). Social media platforms enhance interaction through live video streams, making the experience more engaging for users and encouraging them to spend more time on the platform. Moreover, businesses evaluate the

potential of live video streams to develop new strategies targeting consumers. Unlike physical stores constrained by physical spaces, live streaming allows retailers and brands to connect with an unlimited number of customers in virtual environments, independent of location, fostering interaction (Ki et al., 2024). As the number of viewers and questions increases during each live session, broadcasters may not always have the capacity to respond to every question. In such cases, viewers can engage in social interaction with each other, exchanging opinions about the broadcast content (Chen et al., 2024). This interaction enriches the live streaming experience and provides viewers with opportunities for more active participation.

During LSS, the quality of interaction between broadcasters and consumers positively influences consumers' emotional responses. Factors such as quick responses, professional approach, informative content delivery, and personalized services enhance consumer satisfaction. Within the scope of LSS, hosts can engage with consumers in real-time, create an entertaining broadcast environment, share detailed product information, and tailor their services according to consumer demands. These elements contribute to increasing consumers' happiness and sense of value during live stream shopping, thereby making the overall shopping experience more satisfying. Additionally, consumers' emotional responses of excitement and happiness enhance their inclination towards spontaneous and unplanned purchases, influenced by the quality of interaction between hosts and consumers (Li et al., 2022).

Live streaming services on Instagram enable clear transmission of images and sounds from where the Instagram live seller is located to where the buyer is located (Chen & Lin, 2018). Products showcased on shelves during live streams often have high credibility, leading to a tendency to sell out quickly. This situation significantly restricts customers' ability to make comprehensive comparisons between different brands. Customers often act out of fear of potentially missing out on a good opportunity, showing a tendency to make quick decisions, believing they would incur a greater loss if they do not purchase the product (Chen, 2021). LSS enhances the shopping experience by providing instant feedback to consumers, making it more personalized and dynamic. This interactive shopping model helps consumers make purchasing decisions quickly and offers brands opportunities to enhance customer loyalty and accelerate sales.

2.2 Flow theory

Flow theory is defined as a state where individuals are deeply involved in an activity, becoming fully immersed to the extent that nothing else seems to matter (Csikszentmihalyi, 1975). The center

characteristic of stream hypothesis is the feeling of being ingested and overlooking the concerns of the genuine world and standard of living (Tooth et al., 2018). Drenching, unmistakable from unimportant interest, may be a concept that requires isolated thought. In communication thinks about, cooperation is characterized as the degree of significance a person sees with respect to a protest or occasion based on their needs, values, and interface (Corrêa et al., 2020). Cooperation communicates the level of intrigued and association a person has with a particular theme or movement. In contrast, immersion refers to totally losing oneself in an action, overlooking the outside world and the entry of time. This enables individuals to derive great enjoyment from the process and experience satisfaction.

Flow experience refers to the feeling individuals have when they are completely focused on an activity and lose track of time while engaging in it. This experience leads individuals to immerse themselves fully in what they are doing, making environmental and daily stress factors insignificant during the process (Jiang, 2022). Flow denotes a profound and holistic experience considered an internal source of motivation for individuals. During flow experience, individuals lose their self-awareness and their perception of time undergoes a transformation. This state allows people to deeply feel the pleasure that comes from completely immersing themselves in their actions (Csikszentmihalyi, 1990).

Online shopping convenience can support users in achieving a flow state, allowing them to evaluate search and transaction costs rationally. Shopping online enables users to quickly find and purchase products, facilitating a pleasant shopping experience without the need for extensive time and effort (Nusair & Parsa, 2011). In a flow state, users are completely focused on online interactions and often unaware of external stimuli around them. This state is characterized by intense concentration, high enjoyment, curiosity, a sense of remote presence, and a feeling of control, which are elements of the flow experience. Users experience dimensions of flow experience along with traditional hedonic shopping motivations in the online shopping environment (To & Sung, 2015). This makes online shopping a pleasurable and satisfying experience because users not only shop but also interact and explore. LSS features that provide instant feedback, interactive content, and real-time promotions during live broadcasts contribute to supporting this flow experience. This flow experience enhances user satisfaction while shopping, encouraging them to explore and purchase more products. The intense interaction and

satisfaction provided by LSS strengthen consumer loyalty and assist brands in building a loyal customer base.

3. METHODOLOGY

The widespread use of social media and advancements in technology have led to interactions occurring in online environments and the emergence of new cyber cultures. This research aims to explore the interactions and experiences of users who participate in live broadcasts for clothing sales on Instagram, a social media platform. Designed as a qualitative study, this research employs an interpretative approach using the netnography design. Netnography involves researchers participating in and recording content from online communities or social media platforms to analyze and interpret them (O'Reilly et al., 2012). It is a method used to examine content shared by users, accounts, communities, comments, or photos (Demir & Ayhan, 2022). The method's purpose is to identify the underlying motivations behind these shares (Kozinets, 2002). Netnography is a research method specifically developed in recent years to understand user behaviors on the internet. This method is tailored to examine cultures and communities emerging from online communications (Kozinets, 1998). Unlike methods such as cyber ethnography, virtual ethnography, digital ethnography, and online ethnography, which have different qualifications, netnography focuses solely on online communities while adhering to the principles of traditional ethnography (Morais et al., 2020). Netnography is an adapted version of ethnography that collects data through online communication to fit the complex structures of today's social networks (Özbölük & Dursun, 2015). Serving as a digital methodology mediating technology between users and the virtual communities they create (Akgün & Hatiboğlu, 2023), netnography has become a method used not only in marketing but also in journalism (Ata, 2023), sociology (Coppola, 2022), tourism (Mkono, 2011), linguistics (Ngo & Eichelberger, 2020), and nursing (Salzmann-Erikson & Eriksson, 2023), among other disciplines. Netnography examines human groups gathered around common interests, encompassing not only text-based social interactions but also various online contents such as images, photos, drawings, audio files, and audio-visual presentations (Jeacle, 2021).
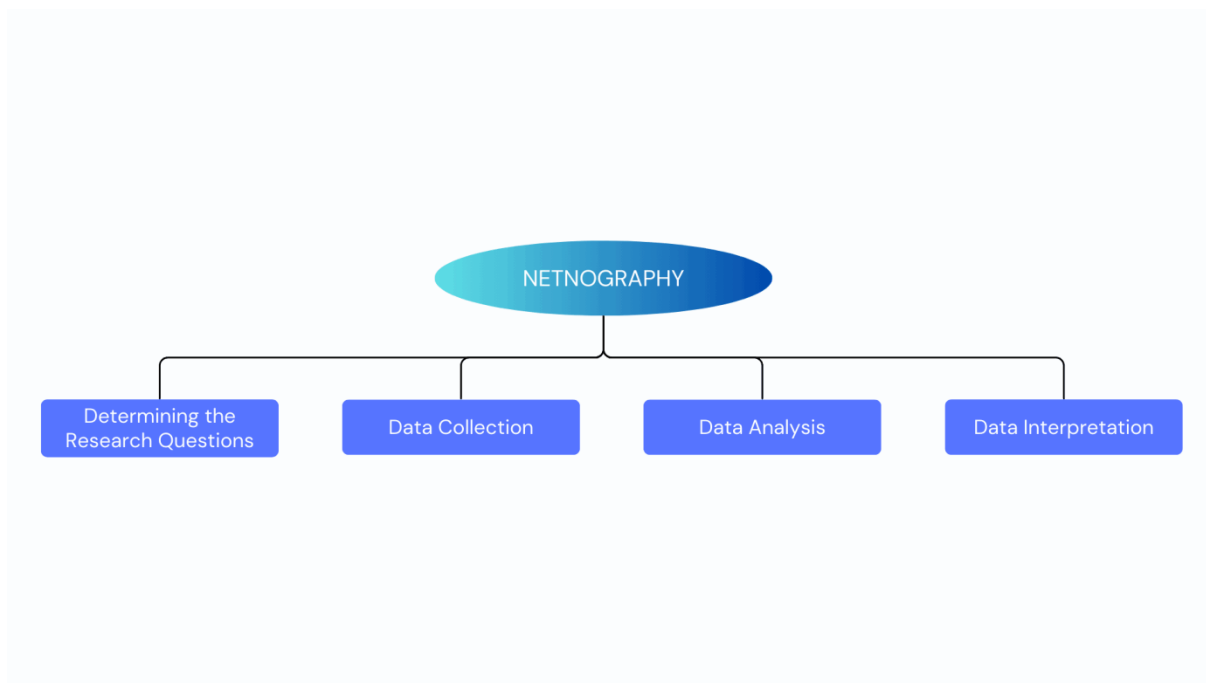
Fig 1. The fundamental processes of netnography (Kozinets, 2023).

Netnography consists of four fundamental processes as illustrated in Figure 1: focusing on the research question, collecting data, analyzing data, and interpreting findings. Netnographic research may necessitate both inductive and intuitive analytical processes to develop and assess themes from the data (Discetti & Anderson, 2023). In this context, netnography synthesizes components to achieve a comprehensive understanding. Moreover, the netnography method enables an in-depth comprehension of the structure of social networks such as Twitter, Facebook, Instagram, YouTube, blogs, and forums. This method provides crucial data to analyze the structures of communities within these networks and their interactions (Tiryaki, 2023). Furthermore, among the contributions of netnography to modern marketing research is the discovery of emerging virtual markets and revealing their shared cultural values and social structures. Such studies typically focus on homogeneous communities, a significant portion of which are found within social media, catering to this need (Nakip & Gökmen, 2022). Netnography can be used both independently as a research method and in conjunction with quantitative methods and computer-assisted approaches to offer a more comprehensive analysis (Oliveira, 2017).

As a data collection technique, two Instagram accounts that regularly conduct high-interaction live broadcasts were purposively sampled to explore purchasing behaviors through participant observation techniques. Participant observation is defined as a method where a researcher

participates in the daily activities, rituals, events, and interactions of a group of people to uncover both the explicit and implicit aspects of their everyday life routines and cultures (DeWalt & DeWalt, 2002). Participant observation is unique in its ability to combine the researcher's immersion in the lives of those being studied while maintaining a professional distance (Fetterman, 1998). In this regard, the decision to select these two accounts is based on specific criteria to ensure the research achieves its objectives. First, the selected accounts have high levels of engagement on the Instagram platform and regularly host live broadcasts, offering a better opportunity to observe user behaviors and shopping processes. The chosen accounts sell products from globally recognized and luxury brands, which provides a significant advantage for examining pricing strategies and consumer perceptions. Additionally, both accounts use various strategies to increase customer satisfaction and loyalty. The broadcasters influence purchasing behaviors by providing detailed information about products and offering incentives such as discounts and campaigns to build customer loyalty. Finally, the data richness of these accounts enables the research to be conducted in a thorough and comprehensive manner. User comments, questions, and shopping responses provide detailed data on how the price, quality, and presentation of the products are perceived. The data collected from these accounts has laid a strong foundation for the research to achieve its goal and has allowed for an in-depth examination of user behaviors, marketing strategies, and interactive shopping processes.

To enhance the validity and reliability of the research and ensure sufficient data collection, the observation period was set at approximately 1.5 years (December 8, 2022, to May 15, 2024). During the study, field notes were obtained through full participant observation, where the researcher engaged as a customer in the process while concealing their researcher identity. Furthermore, to safeguard the anonymity and privacy of Instagram accounts and users involved in sales, personal data was concealed in this study. Accordingly, two Instagram accounts engaged in product sales were categorized as Account A and Account B. User comments were labeled as UC1, UC2, and so forth.

4. RESULTS

Within the scope of the research, two accounts on the Instagram platform conduct live streaming sales focused on textile products. Account A sells women's, men's, and children's clothing, whereas Account B specializes in men's and women's apparel. Another finding concerning both accounts

is that the products sold during the live broadcasts belong to globally recognized and luxury brands such as *Lacoste*, *Tommy Hilfiger*, *Gant, Boss*, *Calvin Klein*, and *Vilebrequin*. Interestingly, the prices of these products during the live streams are significantly lower compared to those listed on the brands' own websites. For instance, a Lacoste t-shirt priced at approximately 95 Euros on the brand's official website is offered for sale during live streams at around 10-11 Euros. None of these shipped products include an invoice, which serves as evidence that the products are not original. However, both accounts claim that the products they sell are authentic. In response to users' questions about why the prices are low, both broadcasters attribute it to surplus stock, asserting that the products are indeed authentic. They also provide detailed information such as recommended products, measurements, and fabric details during the live streams, and strive to fulfill customer requests as much as possible. Additionally, it has been observed that popular songs are used as background music during live broadcasts by both accounts, aiming to make the shopping experience more enjoyable for customers. The process of Instagram users participating in live shopping streams is depicted in Figure 2.
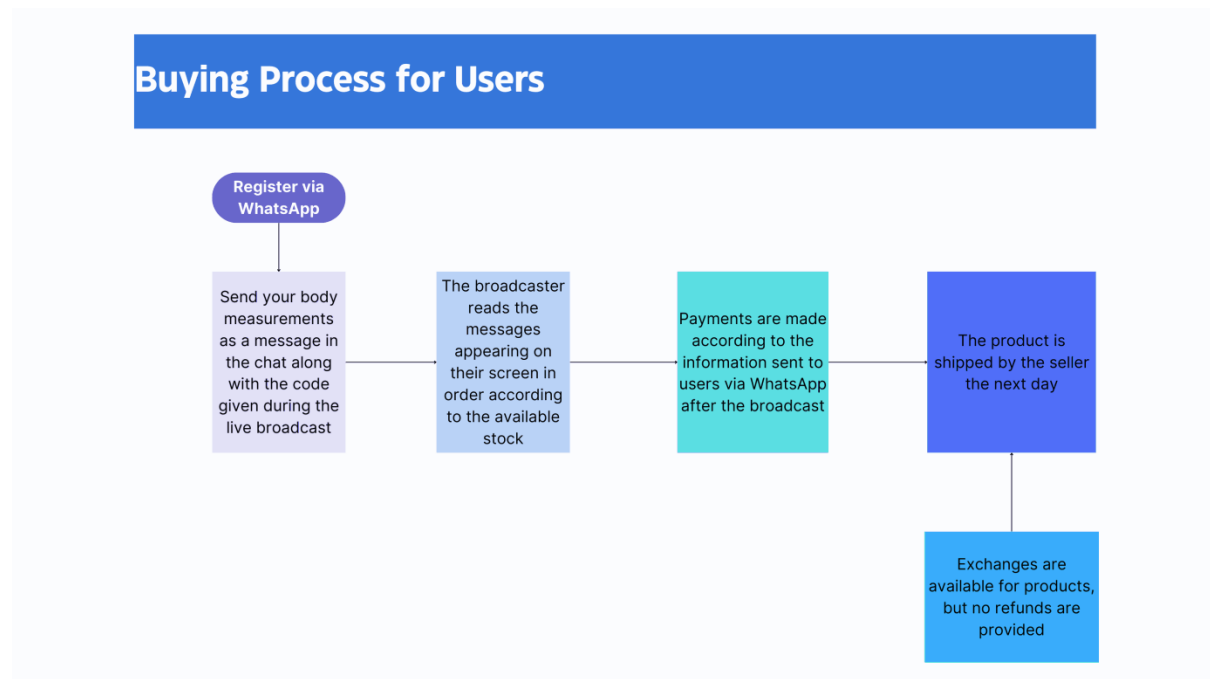
Fig 2. Buying process for Instagram users

The sale of products is limited by stock quantity, allowing users to purchase items by contacting the broadcasters with specific codes and size measurements provided for each product. To make a

purchase, users must first register by sending a message to the WhatsApp number shared on the Instagram accounts. According to messages displayed on the broadcaster's screen, products are sold to users in sequence based on available stock. Photos of purchased items and payment details are communicated to users either during or after the broadcast. After making payment for their purchases, users share their addresses along with proof of payment, and sellers subsequently ship the products to the addresses provided by users via courier service. Some data related to two Instagram accounts conducting live streaming sales are presented in Figure 3.
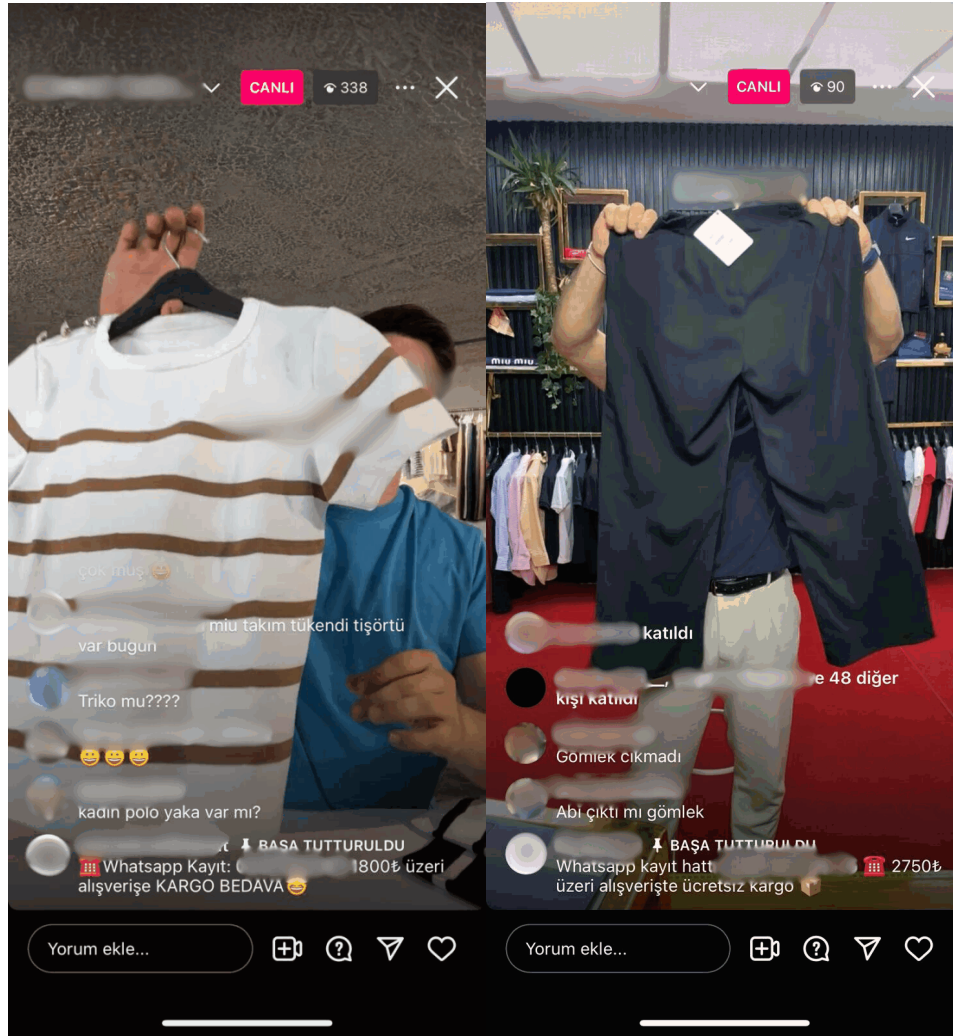
	Account A	Account B
Number of Followers	57k	4k
Number of Weekly Live Broadcasts	5	4
Payment Method	IBAN Credit Card	IBAN
Offline Sales	Telegram	×
Broadcaster Gender	Man	Man
Average Broadcast Duration	5 hours	2.5 hours
Broadcasting Start Time	08.30 pm	09.00 pm
Broadcasting Days	Monday Tuesday Wednesday Friday Sunday	Monday Wednesday Friday Sunday

Fig 3. Comparison of accounts selling live broadcasts on Instagram

When examining the data related to the two accounts, a significant difference in follower counts is evident. Neither account is officially registered as a business, which exposes them to the risk of being shut down by Instagram. Therefore, it was found that they maintain multiple backup accounts as a precautionary measure. During the 18-month observation period, it was noted that Account B had its main account, which had approximately 20k followers, shut down, and thus they continued their broadcasts from a backup account, resulting in a follower count of 4k. Additionally, Account A engages in product sharing and sales on the Telegram platform alongside Instagram. It conducts more frequent and longer live streams compared to the other account and offers payment options beyond IBAN, including credit card payments and installment plans. These factors contribute significantly to the higher number of viewers and sales during broadcasts from

this account. Another noteworthy observation is that Account A dedicates one out of its five weekly live broadcasts entirely to women's products. While broadcasts typically include both genders, the broadcasts focusing solely on women's products attract more users and generate higher sales compared to other days. Consequently, it can be inferred that women show greater interest in live shopping broadcasts on Instagram.

These accounts, which prioritize customer satisfaction in shopping conducted through live broadcasts, consistently announce discounts and promotions on certain products in every broadcast to their users. Additionally, they endeavor to enhance customer loyalty through giveaways, various gifts, and initiatives aimed at increasing brand loyalty and user engagement.

Fig 4. The live broadcast images of Account A and Account B

During the approximately 18-month period of participant observation, a total of 101 products were purchased via live broadcasts, with 78 from Account A and 23 from Account B. Only one exchange was processed due to a defective item received, where it was replaced with another item of equal value. Additionally, two products ordered from Account A were found to be incomplete upon receipt. Upon reporting this issue to the seller, it was communicated that new products could be purchased up to the value of the missing items, but refunds were not possible. It was noted that no invoices were issued for any of the 101 purchased products from either Account A or Account B, and no details such as tax identification numbers or seller addresses were included. Payments for the products were made to the broadcasters' personal IBAN accounts. Despite appearing as businesses, no commercial records or documents were found, indicating these accounts operate informally as individual activities. When users expressed interest in visiting their stores, the businesses clarified that they do not have physical stores for sales and operate solely from a warehouse for live broadcasts, where purchases can only be made during live streams. Therefore, the activities in these broadcasts highlight the necessity for consideration within the scope of the informal economy by both governments and social media platforms. In live broadcasts on different dates, some notable comments made by users are as follows:

UC-1: *"Men should leave the live broadcast, it's too crowded."*

UC-2: *"I've been shopping from you for about 3 years. All the products I bought were amazing. You're wonderful as always 🥰"*

UC-3: *"I bought this product in 3 colors, it's a very good product ladies, don't miss out."*

UC-4: *"I traveled around the world. I quit and came back to you again🫶"*

UC-5: *"These prices are irresistible, I'm going to apply for a loan right now."*

UC-6: *"We can't do anything else in the evenings. We're watching you like a series 🤩 🤩 "*
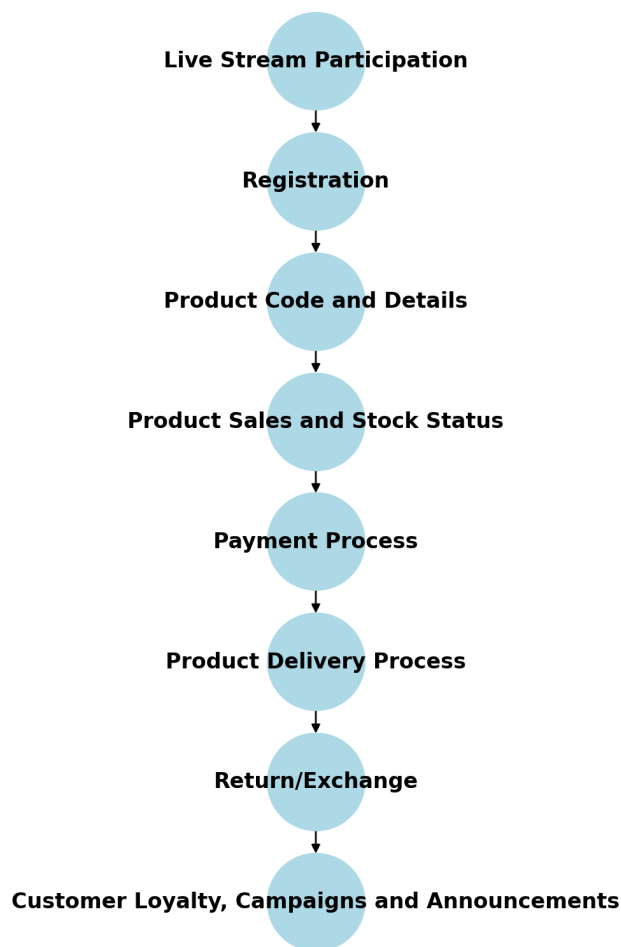
UC-7: *"For me, online and store shopping are over, I'm here now."*

UC-8: *"How did we get into this, but thanks to the broadcast, we're having fun and shopping🤣"*

UC-9: *"We've become addicted to your broadcasts, thank goodness they exist 😄 "*

UC-10: *"The products are original, I've ordered multiple times. You can trust them without hesitation."*

When the comments were examined, it was observed that the remarks made by users, apart from product demand and information, were generally oriented towards satisfaction and recommendations. Some comments from Instagram users indicate that they find the broadcasts addictive and enjoyable to watch, akin to following a series. This indicates that users are fully immersed in a streaming experience. Users evaluating and recommending products as original is also a noteworthy finding. Additionally, it was observed that accounts showing a solution-oriented approach to users experiencing issues with products occasionally block users who engage in heavy criticism or malicious comments.

Live Stream Participation

↓

Registration

↓

Product Code and Details

↓

Product Sales and Stock Status

↓

Payment Process

↓

Product Delivery Process

↓

Return/Exchange

↓

Customer Loyalty, Campaigns and Announcements

Fig 5. Live Stream Shopping Process Flow

Based on the findings of the research, the process flow of Live Stream Shopping (LSS) is illustrated in Fig. 5. Accordingly, the purchasing process begins with participation in LSS. Users have the opportunity to examine products in real-time by joining live broadcasts organized by

sellers on specific days of the week. The second stage of the process involves registration, where users must send their full name and Instagram username to the WhatsApp number provided by the sellers to proceed with shopping. In the third stage, detailed information about the products, including prices and product codes, is shared with users by the sellers. The fourth stage involves product sales and stock status updates. During live broadcasts, stock availability and sales information are updated instantly, requiring consumers to act quickly. Users attempt to purchase products by entering the product code and their size in the chat section, based on the information provided by the seller. The seller, in turn, announces the purchasers by reading out usernames according to the messages that appear first on their screen, considering stock availability. The fifth stage is the payment process. After the live broadcast, users receive a message via WhatsApp containing images of the products they have purchased, price information, and bank details for payment. A specific time frame is given to complete the payment. In the sixth stage, once the payment is confirmed, the delivery process is initiated, and the products are shipped to the addresses provided by the users. The seventh stage involves returns and exchanges. If users are dissatisfied with the products received (due to reasons such as incorrect size or defective items), they contact the seller to request an exchange or return. Typically, sellers do not offer refunds but are open to exchanges for different products of equivalent value. The final stage of the process focuses on customer loyalty, campaigns, and announcements. Sellers aim to enhance user engagement and loyalty by interacting with them through Instagram accounts, sharing information about new products, live broadcast schedules, and exclusive promotions for loyal customers.

5. DISCUSSION

The findings of the study highlight the interaction between live shopping broadcasts on Instagram and user experiences. When considering the time users spend and their experiences during live broadcasts on Instagram, features such as enjoyable and interactive broadcasts, along with offerings like discounts, promotions, or giveaway contests, stand out. In the context of flow theory, defined as an experience that promotes positive feelings and motivation during an activity (Tandon, 2017), it can be said that users are engaged in a state of flow. Moreover, users tend to purchase products they see and like during live broadcasts immediately. Users are not passive customers but actively contribute to the broadcast and flow, playing a significant role in live broadcasts. From the perspective of businesses streaming on social media, a successful and

sustainable live shopping experience requires careful planning and interactive engagement with the audience.

Social media platforms strengthen connections among individuals by offering opportunities for communication, sharing information, and exchanging ideas. Moreover, for businesses and marketers, social media is an effective tool for reaching potential customers, promoting products and services, and enhancing customer relationships (Appel et al., 2020). However, the widespread use of social media and the proliferation of social media platforms have also brought about various problems. In the context of the current research, the detection of illegal economic activities related to the two accounts under consideration brings another issue to the forefront. Illegal sales of replica products through Instagram accounts ordinarily include imitations of original products. In a study, variables such as low price, perceived prestige, brand notoriety, and product accessibility were recognized as unequivocal components affecting consumers' inclination for replica products (Akagun Ergin, 2010). These factors significantly influence consumers' purchasing decisions and enhance the appeal of replica products. Low prices are especially alluring to budget-conscious buyers, whereas seen distinction is critical since replica items imitate the status and notoriety related with unique brands. The findings of the study reveal that live-stream sales conducted via social media present both opportunities and threats for businesses and marketers. While price advantages and strategies aimed at establishing emotional connections create significant opportunities from a marketing perspective, issues related to the informal economy and consumer trust represent substantial threats that require careful attention. Brand ubiquity guarantees that replica forms of well-known brands are similarly alluring. Additionally, product availability plays a critical role in enabling consumers to easily access and purchase these replica products. The combination of these factors contributes to the presence of replica products in the market and increases consumer demand. Businesses and accounts selling replica products avoid sanctions such as invoices and taxes, leading to significant financial losses. From the perspective of legal businesses, informal sales conducted via social media not only lead to unfair competition but also undermine consumer trust. Therefore, marketers and legitimate businesses should advocate for enhanced legal regulations and monitoring of informal sales on social media platforms. Additionally, the implementation of official payment methods and billing processes to offer reliability and transparency to consumers is critically important for the credibility of brands. Hence, it has become inevitable for social media platforms to prevent such activities more

successfully and for financial institutions to extend their oversight. This step will be pivotal for the interests of both businesses and consumers. In conclusion, within the scope of LSS, businesses and marketers can attract both existing and potential customers while increasing their sales by focusing on building trust, creating content tailored to the target audience, incorporating entertainment elements, and maximizing customer engagement.

6. CONCLUSION

This study investigated the impact of LSS on consumer behavior on Instagram using a netnographic approach. The results show that live shopping shows have a positive effect on consumer engagement and purchase intentions. In particular, users have been found to experience a state of flow during a live stream, which reinforces their purchase decisions. The interactive nature of live streaming allows consumers to receive instant feedback and make more informed purchasing decisions. In this context, marketers and companies can deliberately utilize coordinated buy broadcasts to effectively reach their target audience and emphatically impact their buying forms.

LSS is creating a rising industry and marvel and proceeds to develop unchecked. As a result, governments and social media stages have been constrained to present different controls on assess avoidance and the shadow economy, among others. Shortcomings in administrative components have changed social media stages into situations where unlawful action proceeds. Such a circumstance not as it were leads to monetary misfortune, but moreover poses genuine dangers to client security and shopper rights. It is critical to set up stricter administrative instruments for social media stages to progress client security and prevent illicit exercises. In this way, LSS can accomplish economic development both financially and socially.

During live broadcasts, instant campaigns and special discounts can rapidly boost sales by increasing customers' purchasing intent. Selling luxury brand products at prices lower than their actual retail value and with limited stocks encourages consumers to engage in impulsive buying behaviors. It is believed that these factors contribute to live shopping streams establishing a strong foothold in the e-commerce sector and solidifying this position in the future. Thus, LSS is reshaping both consumer behaviors and business marketing strategies.

This research provides a significant theoretical contribution to the literature on LSS and informal interactive shopping processes by examining unregulated and unregistered shopping activities

conducted through social media platforms. The findings of the study, along with the analyses of pricing strategies in the purchasing process, methods for building customer loyalty, and users' perceptions of trust, lay a foundation for future research and prompt reflections on how commerce conducted via social media platforms can be made more transparent and regulated.

The sample used in the study has certain limitations in terms of generalizability, as it is based solely on data obtained from two Instagram accounts and focuses on a single social media platform. Consequently, it may be insufficient to understand the impact of live-stream shopping on a broader user base. Moreover, the study could not provide detailed information about the demographic characteristics of users. Social media platforms like Instagram restrict access to users' demographic data. Since researchers can access information such as age, gender, and income level in a limited or anonymized manner, presenting these details comprehensively is often not feasible. This situation creates uncertainty about how the findings might vary across different demographic groups. Therefore, future studies should consider a larger and more diversified sample and examine the impact of demographic variables in greater detail. Such an approach would enhance the robustness and generalizability of the findings. Future research is expected to play a crucial role in exploring new trends, as well as in gaining a deeper understanding and development of interactions between customers and businesses. This can be achieved by focusing not only on the economic aspects but also on the cultural and social contexts of live-stream shopping experiences across different social networks and countries, in addition to the impact of new media technologies. Such an approach will contribute significantly to the discovery of emerging trends and the in-depth analysis of these interactions.

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