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Mapping Research Trends of Live Commerce and Impulse Buying: A Bibliometric Study

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Abstract

Live commerce has transformed digital shopping by integrating livestreaming, real-time interaction, and e-commerce transactions, creating increasingly immersive environments that may encourage impulse buying. However, research on the intersection of live commerce and impulse buying remains distributed across behavioral, technological, psychological, social, and experiential perspectives. This study aims to examine the development, conceptual structure, collaboration patterns, and emerging research directions of the literature on live commerce and impulse buying. A quantitative bibliometric analysis was conducted using 108 Scopus-indexed publications published between 2020 and 2026. Data were collected through the TITLE-ABS-KEY search query “live commerce” AND “impulse buying” and analyzed using VOSviewer through co-authorship, keyword co-occurrence, co-citation, and bibliographic coupling analyses. The findings indicate substantial growth in publications, particularly since 2023, with China and other Asian countries contributing prominently to knowledge production. The conceptual structure reveals interconnected themes centered on impulse buying, e-commerce, and live streaming, while newer themes include customer engagement, trust, purchase intention, social interaction, and experiential factors. The study concludes that live commerce research is evolving toward an integrated understanding of impulse buying that combines technological, psychological, social, and experiential perspectives, while broader geographical and theoretical exploration remains necessary.

Keywords

Bibliometric Analysis, Consumer Behavior, Impulse Buying, Live Commerce, VOSviewer.

1. Introduction

Impulse buying has become an important phenomenon in contemporary consumer behavior as digital technologies increasingly transform how consumers search for, evaluate, and purchase products. It refers to spontaneous and unplanned purchasing decisions that can emerge from immediate environmental, emotional, and situational stimuli. The expansion of e-commerce has strengthened the relevance of this phenomenon by creating shopping environments characterized by convenience, continuous product exposure, personalized information, and simplified purchasing processes (Dalal et al., 2024; Chugh & Chandra, 2025). The growing academic interest in online impulse buying is reflected in bibliometric research, which has identified major research streams related to online store characteristics, consumer decision-making, and factors influencing impulsive purchases (Bashar et al., 2022). More recent studies by Tania and Oktavia (2024), Naik et al. (2026), and Sari and Widjanarko (2026) have further mapped the conceptual structure, drivers, intellectual landscape, and emerging themes of impulse buying research, indicating that the field continues to expand and diversify.

Alongside the development of e-commerce, live commerce has emerged as an increasingly interactive form of digital shopping that integrates livestreaming with e-commerce transactions. Through real-time product demonstrations, communication, entertainment, and audience participation, live commerce creates a shopping environment that differs from conventional online retail. Its growing academic importance is demonstrated by bibliometric studies examining the evolution, influential contributors, research themes, and intellectual structures of livestreaming and live streaming commerce (Mai et al., 2023; Huang et al., 2024b). Bai et al. (2024), for example, identify livestreaming as an increasingly interdisciplinary research domain and highlight the continuing development of themes surrounding commerce, consumer behavior, and social presence.

The interactive nature of live commerce also creates conditions that may encourage spontaneous purchasing. Consumers can simultaneously observe product demonstrations, communicate with sellers or streamers, receive immediate responses, and experience social interaction while making purchasing decisions. Research on shopping experiences in live e-commerce has therefore increasingly examined the role of consumer experience and interaction in shaping responses to live shopping environments (Min & Tan, 2023). This development is also consistent with the broader evolution of social commerce, in which social interaction and digital engagement have become increasingly important dimensions of online consumption (Herzallah et al., 2025). Thus, live commerce should not be viewed solely as an alternative transaction channel but as an evolving digital environment in which commercial and social experiences intersect.

The intersection between live commerce and impulse buying has consequently become an emerging research area. Recent research has begun to examine how live streaming environments relate specifically to impulsive purchasing, while bibliometric and systematic studies have highlighted the increasing scholarly attention to this intersection (Purboyo et al., 2026). This development suggests that impulse buying research is moving beyond conventional online shopping contexts toward more immersive, interactive, and socially embedded digital environments. At the same time, the rapid expansion of the broader e-commerce literature, including research emerging from the COVID-19 period, demonstrates how quickly digital consumption environments and research priorities can change (Jajić et al., 2025).

Nevertheless, the existing literature remains fragmented across several related but distinguishable research streams. Studies of livestreaming commerce have primarily focused on the development and structure of the livestreaming field, whereas impulse buying studies have concentrated on its online antecedents,

conceptual structures, and research networks (Bashar et al., 2022; Gong et al., 2024). Although recent studies have increasingly connected live streaming commerce with impulsive buying, including the systematic bibliometric work of Purboyo et al. (2026), a broader and updated mapping of the integrated intellectual structure of these two domains remains valuable. In particular, further attention is needed to understand how themes converge, which concepts form central or emerging clusters, how scholars and countries collaborate, and which research directions are becoming prominent.

This study employs bibliometric analysis of Scopus-indexed literature using VOSviewer to examine the development of research connecting live commerce and impulse buying. The study addresses three questions: What are the recent publication trends in research on live commerce and impulse buying? What conceptual structures and thematic clusters characterize the literature? What collaboration patterns and emerging research directions can be identified in this field? By integrating publication, conceptual, thematic, and collaboration perspectives, this study contributes an updated and comprehensive map of the intellectual landscape connecting live commerce and impulse buying, while providing a stronger basis for identifying research gaps and developing future research agendas.

2. Literature Review

2.1. Impulse Buying Behavior in Digital Commerce

Impulse buying is an important concept in consumer behavior that describes purchasing decisions made spontaneously without prior planning. From the perspective of Consumer Theory, purchasing decisions involve interactions between consumer preferences, available choices, and the conditions surrounding consumption (Barten & Böhm, 1982). In digital commerce, however, these decisions can become increasingly influenced by psychological and situational stimuli embedded within online shopping environments. Huang et al. (2024a) demonstrate that individual personality traits, time pressure, and emotional conditions can contribute to impulse buying in e-commerce, while Chaudhary et al. (2025) emphasize the importance of psychological mechanisms underlying spontaneous purchasing. These findings indicate that impulse buying is not solely determined by rational evaluation but can emerge through the interaction between consumers' internal states and external shopping stimuli. Similarly, Destari et al. (2020) highlight the role of shopping emotions in encouraging impulse purchases, while Febrilia et al. (2024) show that e-commerce attributes, consumer motivations, and the urge to buy impulsively are relevant to online impulse buying behavior.

The development of e-commerce has therefore expanded impulse buying research from traditional consumer decision-making toward digitally mediated shopping environments. Platform characteristics can provide immediate product information, promotional cues, and purchasing convenience that shorten the decision-making process. This development is particularly important because impulse buying research increasingly considers how consumer psychology interacts with technological and environmental factors. Huang et al. (2024a) demonstrate the continuing importance of psychological explanations, whereas Li et al. (2024) extend this perspective by examining how characteristics of e-commerce anchors can influence impulse buying through emotional contagion. These studies illustrate that impulse buying has evolved into a multidimensional research field encompassing consumer characteristics, emotions, technological attributes, and situational stimuli. This theoretical development provides an important foundation for examining how increasingly interactive digital commerce environments, particularly live commerce, have created new contexts for spontaneous purchasing behavior.

2.2. The Relationship Between Live Commerce and Impulse Buying

Live commerce represents a further development of e-commerce by integrating livestreaming, real-time interaction, product presentation, and purchasing activities within a single digital environment. Its interactive characteristics create distinctive stimuli that can influence consumers' psychological states and behavioral responses. Lin et al. (2023) apply the Stimulus-Organism-Response (S-O-R) perspective to explain impulse buying in live streaming shopping, demonstrating the relevance of environmental stimuli and consumers' internal responses. Similarly, Gao et al. (2022) identify emotions as an important mechanism in livestreaming impulse buying, while Lee and Chen (2021) demonstrate the applicability of the S-O-R framework in explaining impulsive purchasing behavior in live streaming commerce. Social interaction is also central to this environment. Ming et al. (2021) emphasize the role of social presence, whereas Xia et al. (2024) examine social and media cues as stimuli that can induce impulse buying during livestreaming. These findings position live commerce as an environment where commercial, emotional, social, and technological stimuli converge.

Specific characteristics of live commerce can intensify consumers' spontaneous purchasing responses. Li et al. (2024) highlight the roles of e-commerce anchors and emotional contagion, while Qu et al. (2023) demonstrate how viewing frequency and anticipated emotions contribute to scarcity-induced purchasing decisions. Similarly, Zhang et al. (2022) show that hunger marketing and scarcity mechanisms can stimulate impulse buying in live commerce. These studies indicate that live commerce research increasingly examines S-O-R-related mechanisms, including social presence, emotions, media cues, scarcity, and streamer characteristics. However, these perspectives remain distributed across diverse constructs and research contexts, making the overall knowledge structure difficult to understand. Therefore, bibliometric analysis is appropriate for systematically identifying how these concepts develop, cluster, and interconnect over time. Such mapping can reveal dominant themes, conceptual relationships, collaboration patterns, and emerging research directions, providing a broader understanding of the intellectual development of live commerce and impulse buying research.

3. Methods

This study employs a quantitative research approach using bibliometric analysis to systematically examine the development of literature on live commerce and impulse buying. Bibliometric analysis was selected because it enables the objective and data-driven examination of publication trends, intellectual structures, conceptual relationships, and research development within a specific field. The research procedure consisted of three main stages: literature identification and selection using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol, bibliographic data collection from the Scopus database, and data analysis using VOSviewer software. In the identification stage, a literature search was conducted in the Scopus database using the TITLE-ABS-KEY search query ("live commerce" AND "impulse buying"), which initially retrieved 115 documents. The retrieved records were subsequently screened based on predetermined eligibility criteria. Documents were included when they were journal articles or conference papers, written in English, and directly related to live commerce and impulse buying. Following the screening and eligibility assessment, 108 documents were retained for further bibliometric analysis.

The selected bibliographic records were exported from Scopus in CSV and RIS formats and subsequently examined and cleaned to improve data consistency and accuracy before analysis. The cleaned dataset was analyzed using VOSviewer through several bibliometric techniques, including co-authorship analysis, keyword co-occurrence analysis, co-citation analysis, and bibliographic coupling. Co-

authorship analysis was used to identify patterns of scientific collaboration, while co-occurrence analysis was employed to examine relationships among keywords and identify major conceptual and thematic clusters. Co-citation analysis was used to identify influential intellectual foundations within the field, whereas bibliographic coupling was applied to examine relationships among publications based on shared references. The findings were presented through network, overlay, and density visualizations to illustrate relationships among research elements, the temporal development of research themes, and the concentration of research topics. This methodological framework enables the study to provide a systematic overview of the intellectual and thematic development of research on live commerce and impulse buying and to identify potential directions for future research, as illustrated in Figure 1.

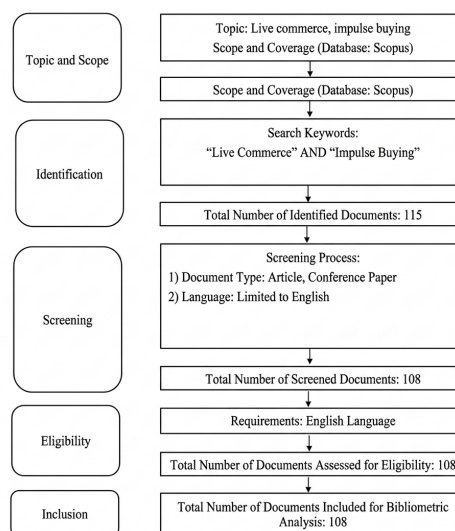


Figure 1. Data Collection Process

4. Results

4.1. Publication Trends in Research on Live Commerce and Impulse Buying

The data were extracted from the Scopus database using the keywords “live commerce” and “impulse buying”. The search resulted in 108 relevant articles published during the period 2020 to 2026.

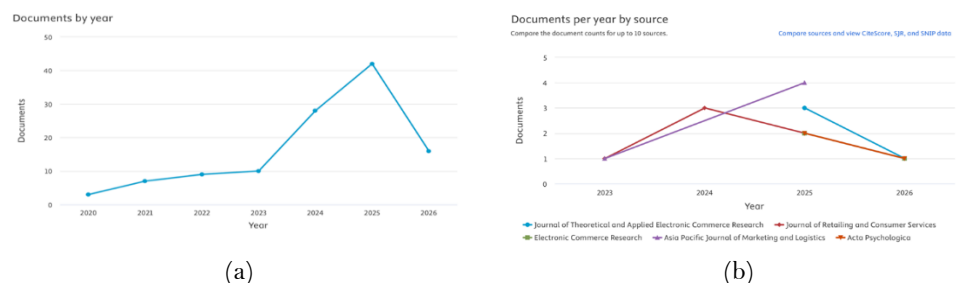


Figure 2. (a) Publication Trends and (b) Journal Source Trends

Figure 2(a) presents the publication trends, showing a relatively slow increase during 2020–2023, followed by a sharp increase in 2024 and a peak in 2025. The low and stable number of publications in 2020–2022 indicates that this topic was still an emerging research area, consistent with prior studies showing that the integration of live streaming and e-commerce has only recently attracted significant scholarly

attention following the acceleration of global digitalization. The increase in publications reflects the development of live commerce, growing attention to digital consumer behavior and impulse buying, as well as the increasing role of social media and interactive technologies (Wongkitrungrueng & Assarut, 2020). The decline in 2026 is most likely related to incomplete ongoing-year data and Scopus indexing limitations rather than declining research interest. The trend indicates that research on live commerce and impulse buying is in a rapid growth stage with broad potential for further conceptual and empirical development (Donthu et al., 2021).

Figure 2(b) presents the journal source trends, showing the distribution of publications across journals during 2023–2026. In 2023, publications were relatively limited and distributed across several journals, including the Journal of Retailing and Consumer Services and Asia Pacific Journal of Marketing and Logistics. Publication numbers increased considerably in 2024, particularly in the Journal of Retailing and Consumer Services, reflecting the important role of marketing and consumer behavior journals in the development of live commerce research (Wongkitrungrueng & Assarut, 2020). Several journals, including Asia Pacific Journal of Marketing and Logistics and Journal of Theoretical and Applied Electronic Commerce Research, reached their highest publication numbers in 2025, indicating increasing diversification and interdisciplinary interest in the field. The decrease in 2026 is likely due to incomplete indexing. The trend shows that research on live commerce and impulse buying remains an emerging and multidisciplinary area within digital marketing and e-commerce (Donthu et al., 2021).

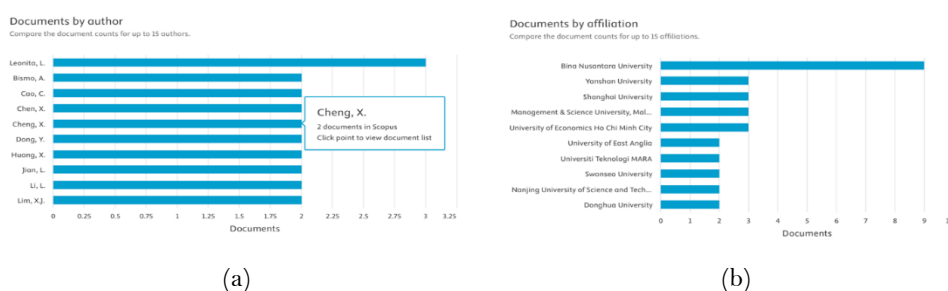


Figure 3. (a) Documents by Author and (b) Top Contributing Institutions

Figure 3(a) presents the distribution of publications by author in research on live commerce and impulse buying. Most authors contributed approximately two publications, including Bismo, A., Cao, C., Chen, X., Cheng, X., Dong, Y., Huang, X., Jian, L., Li, L., and Lim, X. J., while Leonita, L. recorded the highest contribution with three publications. The relatively even distribution indicates that no individual author has yet established a dominant position in the field. This pattern suggests that research on live commerce and impulse buying remains relatively dispersed, reflecting a developing research area in which scholarly contributions are not yet concentrated among a small group of core authors. Such a pattern is commonly observed in emerging fields before research productivity becomes more concentrated as the knowledge base matures (Aria & Cuccurullo, 2017). The dispersed authorship structure also suggests opportunities for new researchers to contribute to the field and for existing scholars to strengthen research networks through broader collaboration.

Figure 3(b) presents the distribution of publications by institutional affiliation. Bina Nusantara University records the highest number of publications, followed by institutions such as Yanshan University, Shanghai University, and the University of Economics Ho Chi Minh City, which demonstrate relatively comparable contributions. The presence of several institutions, particularly across Asia, reflects the region's important role in the development of live commerce research. This pattern is consistent with the rapid expansion of livestreaming and social commerce

in Asian markets, where interactive digital shopping has developed extensively (Wongkitrungrueng & Assarut, 2020). Nevertheless, the absence of strong institutional concentration indicates that knowledge production remains distributed across multiple academic centers. The author and institutional patterns suggest that the field is still developing its scholarly core, creating opportunities for stronger cross-institutional and international collaboration. Such collaboration may facilitate knowledge exchange and contribute to the further consolidation of research on live commerce and impulse buying.

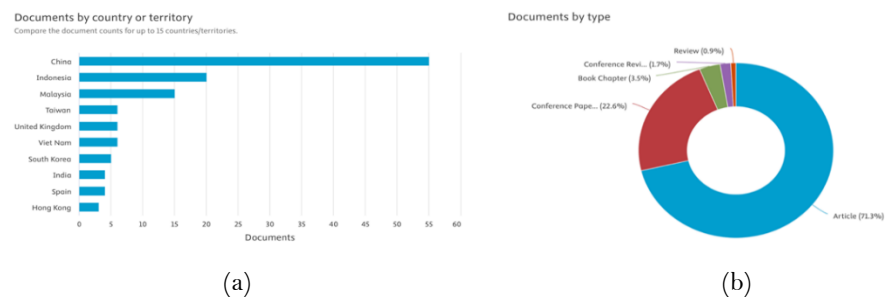


Figure 4. (a) Distribution of Publications by Country and (b) Distribution of Document Types in Publications

Figure 4(a) presents the distribution of publications by country/territory in research on live commerce and impulse buying. China has the largest number of publications, followed by Indonesia and Malaysia, while Taiwan, the United Kingdom, Vietnam, and South Korea also contribute to the literature. China's dominance reflects its position as a front-runner in live commerce, where the integration of digital platforms and consumer behavior has developed rapidly. The strong contribution of Asian countries indicates that the region is a leading center for research in this field, driven by rapid e-commerce growth and digital technology adoption. Meanwhile, the relatively limited contributions from Western countries indicate opportunities for research in other geographical contexts. The research is international but remains geographically concentrated in Asia, providing opportunities for cross-country investigation.

Figure 4(b) presents the distribution of document types, with journal articles accounting for the largest proportion at around 71.3%, followed by conference papers at approximately 22.6%. This indicates that research is primarily disseminated through peer-reviewed journals, while conference papers reflect active discussion and early dissemination of research ideas. This pattern is consistent with digital marketing and e-commerce literature, where journal publications are the main channel for mature research findings (Donthu et al., 2021). Other document types, such as book chapters, conference reviews, and reviews, have relatively small proportions, suggesting that the field remains more oriented toward empirical studies than theoretical synthesis. This distribution indicates that the field is in a growth phase, consistent with previous research showing that emerging fields tend to produce more research articles than other publication types (Aria & Cuccurullo, 2017).

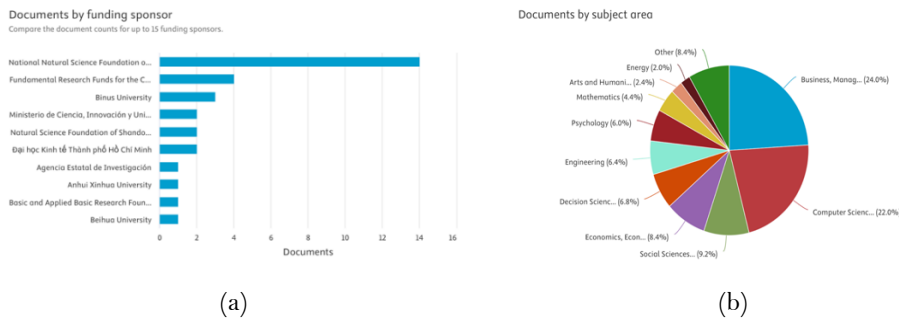


Figure 5. (a) Top Funding Sponsor in Research and (b) Distribution of Publications by Field of Study

Figure 5(a) presents the distribution of publications by funding sponsors for research on live commerce and impulse buying. The NSFC has the highest number of publications, followed by the Fundamental Research Funds for the Central Universities and universities such as BINUS University. The majority of funding sources are from China, showing strong government and institutional support for digital commerce research, particularly live commerce, which has developed rapidly in China. This is consistent with the literature that research investment and funding support are important in increasing scientific productivity and the development of certain research fields. Other funding institutions show a more diverse, although not yet globally even, distribution, with contributions from Southeast Asia and Europe indicating growing international attention. Funding remains concentrated in countries with advanced e-commerce ecosystems. Still, it is gradually expanding to other regions, consistent with previous findings on the influence of funding structures on the development of digital marketing and e-commerce research (Wongkitrungrueng & Assarut, 2020).

Figure 5(b) presents the distribution of publications by field of study in research on live commerce and impulse buying. Business, Management and Accounting has the largest proportion (around 24%), followed by Computer Science (22%) and Social Sciences (20%). The dominance of Business and Management reflects the importance of consumer behavior and digital marketing strategy, while the contribution of Computer Science highlights the role of technology, particularly digital platforms, interactivity, and recommendation systems. This is in line with prior research that considers live commerce a multidisciplinary phenomenon combining technological and marketing components (Sun et al., 2020). Other fields, including Economics, Econometrics and Finance, Decision Sciences, and Engineering, also contribute, confirming that the topic develops across disciplines and requires an integrative approach to understand the phenomenon comprehensively.

4.2. Science Mapping

Figure 6 shows that the research structure related to live commerce and impulse buying is distributed across several interconnected clusters, reflecting the multidimensional development of the field. The central cluster focuses on impulsive consumer behavior, with impulse buying closely associated with consumer behavior, purchase intention, and online shopping. This cluster represents the psychological dimension of consumer decision-making. It highlights how digital stimuli can encourage spontaneous purchasing responses, confirming impulse buying as a central issue in live commerce and digital marketing research. The second cluster represents the digital ecosystem and live commerce, incorporating concepts such as e-commerce, social commerce, and live streaming. This cluster emphasizes the role of technological development in creating interactive digital environments that facilitate consumer engagement and impulsive purchasing, illustrating the convergence of technological innovation and digital marketing strategies.

(Wongkitrungrueng & Assarut, 2020). The third cluster concerns user experience and perception, including user experience, perceived value, and satisfaction. These concepts highlight how consumers' experiences with digital platforms shape their perceptions and purchasing decisions, suggesting that positive platform experiences can strengthen consumers' tendency toward impulsive purchases.

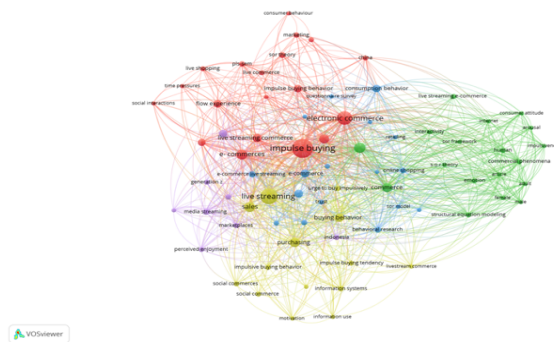


Figure 6. Network Visualization

The fourth cluster reflects consumer engagement and trust, comprising trust, engagement, and customer interaction. This cluster emphasizes the importance of consumer–seller relationships in live commerce, particularly the role of trust and emotional involvement in real-time purchasing interactions. Higher levels of engagement may further strengthen the influence of digital stimuli on consumers' impulsive behavior (Wongkitrungrueng & Assarut, 2020). The psychological and social mechanisms cluster includes flow experience, social interaction, and parasocial interaction, indicating how social and psychological experiences can mediate the influence of digital environments on impulse buying behavior. The strong interconnectedness among these clusters demonstrates that research on live commerce and impulse buying has evolved toward an integrated and multidisciplinary perspective, in which technological, experiential, social, and psychological dimensions jointly explain consumer behavior. From a bibliometric perspective, this interconnected structure indicates the emergence of a relatively robust intellectual landscape in which diverse research themes converge to explain the mechanisms underlying impulse buying in live commerce environments.



Figure 7. Overlay Visualization

Figure 7 shows the overlay visualization illustrates the temporal evolution of research on live commerce and impulse buying based on keyword emergence, with colors ranging from blue (older topics) to yellow (newer topics). Foundational keywords such as impulse buying, consumer behavior, and online shopping appear as established research themes, followed by e-commerce, social commerce, and live

streaming, indicating a gradual shift from traditional consumer behavior toward digitally integrated contexts. This evolution demonstrates the increasing influence of digital technologies on consumer purchasing behavior. Meanwhile, newer keywords shown in brighter colors, including live commerce, customer engagement, trust, and purchase intention, indicate emerging research interests in real-time interaction, consumer engagement, and psychological processes underlying impulse buying. The pattern suggests that the field is dynamically evolving toward the integration of technology, user experience, and social factors, consistent with the growing emphasis on interactive experiences and emotional relationships in digital marketing (Wongkitrungrueng & Assarut, 2020).



Figure 8. Density Visualization

Figure 8 presents the density visualization, which illustrates the concentration and frequency of keywords in research on live commerce and impulse buying, where brighter colors (yellow-green) indicate higher occurrence and stronger relationships among concepts. The keywords impulse buying, electronic commerce, and live streaming appear in the highest-density areas, indicating their central position in the research structure and highlighting the intersection between e-commerce technology and impulsive buying behavior in digital environments. This finding is consistent with previous research showing that live commerce and e-commerce increasingly influence contemporary consumption behavior, particularly impulse purchase decisions. Meanwhile, medium-density areas include supporting concepts such as consumer behavior, trust, customer engagement, and purchase intention, which help explain the mechanisms linking digital stimuli to impulsive behavior. Less-dense areas, represented by darker green, indicate emerging or relatively underexplored topics, including advanced technological aspects and specific forms of social interaction. The density pattern reveals a strong thematic core while also indicating opportunities for developing new subthemes and multidisciplinary research directions. This supports the use of density visualization to identify established research areas and potential research opportunities.

5. Discussion

The literature on live commerce and impulse buying has increased rapidly, particularly since 2023, as confirmed by the publication trends identified in this study. This growth reflects not only an increase in publication volume but also a shift in digital consumption research from transaction-oriented perspectives toward more interactive and experience-driven consumption. This finding is consistent with Bai et al. (2024), who identified livestreaming as an increasingly important frontier of e-commerce with a growing interdisciplinary research landscape. Similarly, Mai et al. (2023) highlighted the expansion of live streaming commerce as a research domain involving diverse technological and consumer perspectives. The present study further demonstrates that this development is accompanied by an increasingly

interconnected knowledge structure rather than merely an increase in studies examining individual variable relationships.

From the publication structure perspective, the results show that authors, institutions, and countries remain relatively dispersed, with no single group demonstrating overwhelming dominance. This suggests that the field is still undergoing intellectual consolidation, with contributions distributed across different scholarly actors and research contexts. This finding is consistent with Donthu et al. (2021), who emphasize that bibliometric mapping can reveal the development of research fields through patterns of authorship, collaboration, and knowledge structures. However, the strong contribution of Asian countries, particularly China, indicates a geographical concentration in knowledge production. This pattern is also evident in livestreaming research, where Asian contexts have made substantial contributions to the development of the field (Bai et al., 2024). Therefore, greater geographical diversity is needed to strengthen the generalizability of findings beyond predominantly Asian markets.

The results of the subject area and document type analysis indicate that research is primarily driven by empirical studies in business, marketing, and related technological disciplines, with contributions from computer science. This distribution demonstrates the multidisciplinary nature of live commerce at the intersection of technology and consumer behavior. Bai et al. (2024) similarly characterize livestreaming research as an interdisciplinary field connecting technological and commercial perspectives. However, the predominance of empirical research also indicates opportunities for further theoretical development, particularly because many studies continue to apply established frameworks such as S-O-R. For example, Lin et al. (2023) and Gao et al. (2022) demonstrate the usefulness of S-O-R in explaining how livestreaming stimuli influence psychological responses and subsequent impulse buying. Thus, more integrative theoretical approaches are needed to explain the interaction among technology, emotion, social interaction, and consumption behavior.

The co-occurrence analysis indicates that the conceptual structure consists of interconnected clusters representing behavioral, technological, experiential, psychological, and social dimensions. This finding is consistent with Lin et al. (2023), who identified multiple factors influencing impulse buying in live streaming through the S-O-R perspective. Gao et al. (2022) further demonstrated the important role of emotions in livestreaming impulse buying. The presence of keywords related to trust, engagement, social presence, and parasocial interaction therefore suggests that relational and emotional mechanisms are becoming increasingly important. This interpretation is also supported by Li et al. (2024), who showed that characteristics of e-commerce anchors can influence emotional responses and impulse buying. The interconnected clusters consequently indicate that impulse buying in live commerce is shaped by technological, emotional, social, and experiential factors rather than functional stimuli alone.

The overlay visualization further demonstrates a shift from foundational concepts toward more specific themes, including live commerce, customer engagement, trust, and purchase intention. This development indicates that research has moved beyond the initial exploration of online impulse buying toward deeper examination of mechanisms and contextual factors. This finding is consistent with Huang et al. (2024), who identified consumer behavior and purchase intention as important themes in live streaming commerce research. Meanwhile, the density visualization confirms a strong thematic core around impulse buying, e-commerce, and live streaming, while less-dense areas indicate opportunities for emerging and underexplored topics. Thus, the visualization results demonstrate both the consolidation and continued expansion of the field (Donthu et al., 2021).

6. Conclusion

This study examined research on live commerce and impulse buying through a bibliometric analysis of 108 Scopus-indexed publications from 2020 to 2026. The findings show that the field has grown substantially, particularly since 2023, reflecting increasing scholarly interest in interactive and socially embedded digital commerce. The conceptual structure demonstrates that live commerce and impulse buying are examined through interconnected behavioral, technological, experiential, psychological, and social dimensions. Impulse buying, e-commerce, and live streaming form the central thematic foundation, while newer themes such as customer engagement, trust, and purchase intention indicate a shift toward more contextualized explanations of consumer responses. These findings highlight the importance of integrating technological, behavioral, psychological, social, and experiential perspectives to understand impulse buying in live commerce. Businesses can strengthen live commerce strategies by emphasizing interactivity, user experience, trust, and emotional engagement.

Several limitations should be acknowledged. First, the study relied exclusively on Scopus-indexed publications, which may have excluded relevant research from other databases. Second, the search strategy was limited to the terms “live commerce” and “impulse buying,” potentially excluding studies using related terminology. Third, bibliometric analysis identifies publication patterns and conceptual relationships but does not establish causal relationships among variables. Future research should therefore incorporate multiple databases and broader search terms to provide more comprehensive coverage. Research should also expand beyond dominant Asian contexts to examine cultural and geographical differences. In addition, emerging technologies, personalization, artificial intelligence, and evolving forms of social interaction should receive greater attention. Future studies could further develop integrative theoretical models combining platform characteristics, social mechanisms, emotional processes, and consumer characteristics to explain impulse buying in increasingly complex digital commerce environments.

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