

a given outfit. Occasionally, reinforcements, such as giveaways and coupons are used to increase engagement.



Figure 1: Screenshot of a Livestreaming Session (Li, 2022); (Wei, 2022)

Second, livestream e-commerce is irreversible, unmodified, and unedited because the live broadcasts reflect real appearances and mimic in-store shopping experiences as opposed to carefully organized commercials (Zhang, 2022). In the context of the study the unedited and irreversible nature of e-commerce is crucial because it highlights the nature of interactions between the influencers/KOL and the online customers. For instance, this highlights the levels of trust that exist in the industry as consumers must rely on the judgement of the KOLs and carry out livestream e-commerce without the need to verify the availability of the goods being sold or marketed online. Due to this irreversibility and truthfulness, live product contents tend to be real and more believable to many audiences than selling the same products through online descriptions. Irreversibility and truthfulness are often connected in the context of livestream e-commerce. Livestream e-commerce is irreversible because it is a live broadcast that cannot be modified or edited. This means that what the audience sees is what they get, and the content cannot be altered in any way after the fact. Because of this, livestream e-commerce is often seen as more truthful and authentic compared to carefully produced commercials. The authenticity and real-time nature of the livestream also enhance the trustworthiness of the products being sold, which can lead to increased sales. Therefore, the irreversibility of livestream e-commerce contributes to its truthfulness and authenticity, making it a powerful marketing strategy. Most live stream hosts or anchors not only display the products they are