

# Influences of Social Media Live Streaming on Building Stable Customer Loyalty in Global Trade Cooperation

**Weiye Chen**

Farabi International Business School, Al-Farabi Kazakh National University, Almaty 050040, Kazakhstan

**How to cite this paper:** Chen, W. (2026). Influences of social media live streaming on building stable customer loyalty in global trade cooperation. *Economics & Business Management*, 6(1), 70–79. ISSN Print: 3079-5214, ISSN Online: 3079-5222. <https://doi.org/10.63313/EBM.9198>  
**Published: 2026-06-26**

Copyright © 2026 by author(s) and Erytis Publishing Limited.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



## Abstract

With the digitalisation of global trade, the old ways of communicating that are offline trade fairs, static emails and printed product catalogues are unable to maintain continuous cooperation among buyers and suppliers due to a lack of timely information updates and delayed feedback. Social media live-streaming platforms, including Facebook Live, Instagram Live and TikTok Live, have begun to use live streaming for a long time and are now often employed by cross-border enterprises to keep in touch with consumers. The object of this paper is the construction of trust in real time during live broadcasts, and based on the stimulus-organism-response (SOR) model and relationship marketing theory, it studies how live streaming affects the stable loyalty of customers in global trade cooperation. Based on industry data and typical cases of B2B foreign trade, this paper will examine the three internal mechanisms that promote buyer trust through live interaction, summarize four operational live-streaming customer retention models, identify the main problems of cross-cultural barriers, homogeneous content and disconnected post-live services, and put forward corresponding improvement plans. Based on the above study, timely communication with foreigners can be initiated to build rapport and increase the frequency of such contact; thus, the sense of switching costs for importers will be reduced, motivating them to be more willing to buy and engage in subsequent trade, extending the period of cooperation among these enterprises and their overseas partners for small and medium-sized export enterprises.

## Keywords

Social Media Live Streaming; Global Trade Cooperation; Customer Loyalty; Cross-Border Customer Retention; Real-Time Trust Interaction; Relationship Marketing

## 1. Introduction

Restructuring of the world's supply chains and the spread of digital infrastructure have changed the whole system of international trade cooperation. For decades, cross-border suppliers have only been able to contact foreign buyers through offline exhibitions twice a year and emails. The previous channels are far from people, have

a slow response time, and are only one-way broadcasts of information. Without intuitive verification of production capacity, quality control and after-sales service, most buyers are only looking for short-term deals and will switch to other suppliers if the prices are lower. According to the 2025 Global B2B Digital Trade Report, by 2025, more than 65% of the younger generation (those under 40) of international buyers will be willing to use live-streaming on social media for communication with manufacturers and have abandoned the management of paper documents; as shown in the Global E-commerce Alliance (2025), export enterprises that regularly organise live broadcasts have had a repeat-order rate that was 41% higher than that of those who only participated in offline trade fairs.

Social media live-streaming is a form of cross-border communication that is outside of time and space. For live-streaming, there will be a direct encounter with the people involved; it's a factory tour at the site, and one can also ask technical questions immediately after purchasing, unlike pre-edited short films and graphic posts. Most of the current research at home and abroad on C-end cross-border live retail is focused on this, and relatively few studies have investigated how to keep the long-term loyalty of B2B trade cooperation by means of live interaction. Most previous studies have considered live-streaming to be a new way to acquire order-acquiring customers and have not given full play to its other strengths in continuous post-transaction relationship management; thus, there is a lack of research.

Real-time construction of trust in the live broadcast is the focus of this paper, and the subject is B2B global trade cooperation. Improve the interaction during the live-streaming show to make it more interesting for customers, strengthen the current live-streaming model to attract the attention of foreign consumers, identify problems in the operating mode, and propose systematic improvement plans. New ideas for the theory of social media marketing in cross-border trade and an operational model for export enterprises to build stable cooperative relations with foreign buyers are proposed in this paper.

## **2. Theoretical Framework and Concept Definition**

### **2.1. Relationship Marketing Theory**

Berry (1983) proposed the idea of relationship marketing, that is to say, through closer contact with customers, one aims to cultivate a sense of connection among them rather than focus on a single transaction. Stable customer loyalty is based on the trust built through long-term use and satisfaction with services, not just a low price. Foreign buyers have high switching costs in the cooperation of global trade due to problems such as supplier inspection, sample testing and production trial[1]. Traditional offline and email communication have been lacking regular interaction; therefore, we will start using live-streaming on social media to build trust with suppliers through frequent contact and lay the groundwork for longer cooperation.

## 2.2. Stimulus-Organism-Response (SOR) Model

SOR is the theoretical framework that will be used in this paper. External Stimuli (S) are all the dynamic elements in the live-streaming process of social media, such as on-site factory demonstrations and live Q&A, etc. Organism variables (O) are the internal psychological perceptions of overseas buyers, and mainly refer to the trust and emotional connection they feel after viewing the live-stream. The two indicators of stable customer loyalty in global trade are the dependent variables (R): behavioural loyalty (such as repeated purchase, long-term framework contract and an increase in procurement quantity) and attitudinal loyalty (voluntary supplier recommendation, resistance to alternative manufacturer). The above model can help us understand why people remain and buy after seeing live-streaming advertisements.

## 2.3. Core Concept Definition

Live-streaming on social media for foreign trade cooperation: Export enterprises abroad can organise professional live-streaming events to give B2B buyers a look at the factory, demonstrations of product technology, customised schemes and post-order case studies, etc., to attract new customers and keep existing cooperation partners.

Stability of Customer Loyalty in Global Trade Cooperation: Dual-dimensional Loyalty of Long-term Supplier-Buyer Cooperation. Behavioural loyalty is shown by the behaviour of repeated purchases, and attitudinal loyalty is a person's positive emotional identification and willingness to cooperate exclusively with a manufacturer.

Real-time Construction of Trust in Live-streaming: The main research content of this paper is the trust that can be built through synchronous visual communication and instant problem-solving in live broadcasts, but it cannot be realised via static text and images.

## 3. Mechanisms of Live Streaming Cultivating Stable Buyer Loyalty

Social media live-streaming is synchronous and has an appealing visual effect; thus, it can reduce the problem of information asymmetry to a certain extent, build trust and an emotional bond with consumers gradually, and finally cultivate a long-term, stable relationship between the brand and consumers. The three kinds of Running Mode are as follows:

### 3.1. Real-time Live Interaction Eliminates Information Asymmetry and Establishes Initial Trust

The main reason that foreign trade cooperation cannot be realised in our country is the lack of information. The short communication windows at trade fairs and ambiguous written emails do not allow buyers to independently verify the scale of

the factory, raw material standards and quality inspection procedures. Social media live-streaming can be used to conduct unedited panoramic on-site shooting in the production workshop, warehouse, testing laboratory, etc. The host will promptly respond to the fans' comments online about delivery time, customisation for small-batch purchase, foreign certification norms and so on[2]. According to the industry data shown in the Q&A session of the live-stream, more than 70 per cent of the questions asked by viewers were answered in real time, and at the same time, buyers' trust in the brand rose by 32% (International Digital Trade Institute, 2025). As the overseas distributors are unable to visit the factory in person, live-streaming has been employed to mitigate the risk of supplier fraud and form a basic level of trust for the next stage of cooperation.

Live interaction can help reduce misunderstandings caused by different languages in cross-cultural communication. Written translation often loses the specialised industry terms, and live hosts can present the technical knowledge of physical samples in various cultures. For instance, the buyers in North America will be checking for third-party test certificates during the live show; the buyers in Southeast Asia will be more interested in small-batch flexible production. Dynamic live communication will be based on the current response of the audience and will not have cultural bias from fixed written materials; thus, it is more trustworthy for buyers.

### **3.2. Scheduled Live Operations Deepen Emotional Attachment and Form Attitudinal Loyalty**

Customer loyalty in global trade cooperation is now based on emotional ties built over a long time and not only on product advantages. The old way of foreign trade communication is to announce the introduction of new products or promotions, with no daily contact. Social media live-streaming has set a fixed broadcast time, and there will be a weekly technical-sharing live session and a monthly factory open-day live tour. Over time, continuous contact with the brand will also help the public feel closer to it.

After every live-streaming event, the host will invite the buyers who took part in the live-stream to join an exclusive social group, post the play link of the live-stream promptly, and answer frequently asked questions. The New Closed-Loop Interactive Model has prolonged the Life of Mobile Homes. Many long-term cooperative buyers have developed the habit of watching live streams and have actively put forward product optimisation suggestions during the stream. The two-way value co-creation process has generated a sense of belonging among the consumers, and they are willing to continue purchasing products from the original company[3].

### **3.3. Data-driven Live Operation Raises Buyers' Switching Costs and Consolidates Behavioral Loyalty**

Social media platforms record how long users watch and what keywords they

comment are used in the background. According to the live-interaction data of the export enterprise, divide the cooperative buyers and develop targeted live content for different groups of customers. Large-scale chain importers of Chinese goods should increase the scale of their production and strengthen cooperation with overseas logistics by means of live-streaming; small, independent retailers will focus on small-batch customised production and quick sample delivery via live-streaming. Personalised live matching can better match the supply capacity of suppliers with the demand of buyers and thus increase the usage rate of manufacturers.

If the foreign buyer changes suppliers, they will have to go through the long process of new-supplier assessment, sampling and negotiation again. Based on the changes in demand at the end of the line, it may be necessary to adjust the delivery schedule or introduce special promotions. With the addition of all-round and specialised services by live-streaming platforms, consumers have seen a rise in the opportunity cost of switching, and as a result, they have been voluntarily loyal to us and shown continuous growth in orders according to the annual framework contract.

#### **4. Four Replicable Live-streaming Modes for Customer Retention**

Based on the actual operating cases of B2B live-streaming by manufacturing exporters on Facebook and TikTok, four mature live-maintenance models centred on the construction of real-time trust have been summarized for global trade cooperation.

##### **4.1. Factory Live Tour Mode (New Buyer Trust Cultivation)**

This way can help potential buyers and newly added buyers with low confidence. The company has organized weekly open days at the raw material warehouse, automatic production line, quality control laboratory and finished goods warehouse. Professional technical hosts can answer viewers' questions in real time about the production quality and foreign certifications of the products, and they will also arrange a one-on-one video call with the main buyer during the live broadcast. Recorded live footage will be sent to the buyer after the broadcast as supplementary qualification materials. Hardware, machinery and furniture export factories have used this way to reduce buyers' desire to visit other suppliers.

##### **4.2. Themed Technical Live Mode (Deepen Cooperation with Existing Clients)**

Biweekly technical live-streaming sessions are for mid- and long-term cooperative buyers, and in order not to be a sales pitch, they will focus on presenting the professional advantages. Live themes are product updates, changes in foreign standards and after-sales service instructions. Home appliance exporters have started live-streaming the process of disassembly and fault repair to train the sales force of foreign distributors through recorded videos. Continuous technical support

will increase the reliance of buyers on the supplier and drive an expansion of product order categories through cooperation with the original company.

### **4.3. Cross-cultural Festival Live Mode (Strengthen Emotional Bonds)**

According to the main festivals in the target export countries for our company, non-commercial live activities can be organised, such as a Christmas-themed live-sharing event for European buyers and a New Year special live session for Southeast Asian customers. The live content is about local consumption culture and channel operation communication; there are no major price promotions. Soft cross-cultural communication can decrease the psychological distance among the two trading sides and establish a good cooperative relationship for business. SMEs engaged in textile and gift exports have made some profit through the live-streaming model.

### **4.4. Live Broadcast + Private Community Closed-loop Mode (Sustained Long-term Maintenance)**

Live-streaming is the first place for interaction; social media private groups are used for regular updates. After each live broadcast, the host will invite the buyers who have made some good suggestions to a special group. Many kinds of content, such as live-streaming and industry analysis reports, will be posted in the group often by the operator. All unanswered questions from the live room will be tracked and answered for the targeted buyer within one working day, and the optimization results will be presented in the next live stream. The 24-hour continuous interaction loop will not be interrupted after the end of the live broadcast.

## **5. Major Restrictions on Live Streaming Building Buyer Loyalty**

Although social media live-streaming has the advantage of attracting overseas clients for the retention of export enterprises, many operational problems still need to be addressed before stable long-term cooperation in global trade can be achieved.

### **5.1. Cross-cultural Communication Barriers Weaken Trust Transmission**

There are many differences in value, information demand and cultural taboos among all countries. Buyers in Europe and America are more concerned about objective test data and after-sales service cases in live-streaming; buyers in Asia pay more attention to the scale of the factory and the qualifications of the company (International Digital Trade Institute, 2025). Many domestic live-streamers have borrowed sales scripts from other areas, focused too much on offering short-term low prices, and thus failed to meet the demand of local consumers for a good environment and excellent service[4]. Mistakes in cross-cultural expression may

make the buyer distrust us. In addition, the live host lacks a reserve of professional vocabulary and has poor oral fluency; therefore, when translating industrial technical terms during the Q&A, there may be distortions and misunderstandings of the information.

### **5.2. Homogenized Live Content Causes Buyer Fatigue**

Many export enterprises have started the single-product display live-streaming mode without differentiating themes. Repeatedly introducing the product and its basic information makes the long-term cooperative buyer lose interest. Most enterprises are only looking to increase the number of short-term live-streaming orders and do not have a tiered content design for potential buyers, short-term clients and long-term framework partners. As there are no factory tours, technical sharing and cross-cultural exchange live-streaming topics, the audience has low stickiness and cannot form an emotional connection with the brand that makes them want to keep trading.

### **5.3. Disconnection Between Live Commitment and Post-live After-sales Service**

Trust formed during the live broadcast will rapidly disappear if the promises made live cannot be realised in actual trade. Some hosts make too many promises of customised modification and fast-delivery service to attract orders during the live-streaming period, but the production and after-sales departments are unable to meet the demand. When buyers have problems with the quality of goods or delays in delivery after live-streamed purchases, the slow reply from customer service makes them unhappy. Many enterprises have separated the live-operation team from the after-sales department and are not communicating. Live streamers are unable to promptly notify after-sales staff of the actual requirements of buyers; thus, the interactive-service chain is interrupted and harm is done to the long-term development of trade cooperation.

### **5.4. Lack of Refined Live Data Operation**

Most small and medium-sized exporters have only used live-streaming for the main sales of their products and have been unable to make full use of the back-end data provided by the platform for customer segmentation and management. They cannot distinguish among the potential buyers, transactional clients and loyal framework users based on live audience data; all these groups are shown the same live content and post-live maintenance plan. Without data support, the company will be unable to provide personalised live-match services that motivate buyers to stay and will not be able to show them their choices have become more binding.

## **6. Optimized Operation Strategies**

Based on the four restraining factors mentioned above, this paper puts forward some specific improvement plans to help export enterprises make better use of live-streaming and build a stable customer group for international trade cooperation.

### **6.1. Build Cross-cultural Professional Live Host Teams**

Hire and train local experts who are good at the language and know the industry well. Pre-live cross-cultural training can identify the different information requirements, cultural taboos and certification issues in various markets, and thus multiple live scripts can be developed for Europe, America, Southeast Asia and the Middle East. In the process of the live broadcast, professional real-time translation tools will be employed to accurately translate technical terms and avoid errors caused by cross-cultural communication that could harm the foundation of trust.

### **6.2. Construct Layered, Differentiated Live Content Systems**

Three levels of live themes have been set for different segments of buyers to avoid content uniformity. The aim of the factory tour live session is to reduce the mistrust of new buyers; the purpose of the biweekly technical sharing live broadcasts is to strengthen the demand alignment of short-term cooperative clients; and regularly held cross-cultural festival live sessions will maintain the long-term framework of buyers and increase their emotional connection. Set a regular schedule for the live broadcast (weekly, biweekly, monthly), save all the replay videos, and let buyers watch them later. The main direction of change in live operation is to shift from price promotion to professional value output and emotional communication to improve the stickiness of the audience.

### **6.3. Realize Unified Linkage Between Live Frontend and After-sales Backend**

Only one channel for the demand transmission of live-streaming groups and after-sales service will be set up. All buyer comments, demand suggestions and complaint intentions recorded during the live stream will be forwarded to the relevant after-sales staff on the same day. Strictly speaking, hosts should not make delivery and compensation promises that exceed the production capacity of the enterprise. Complete buyer demand tracking files will be generated, and after resolving the problems raised by buyers, after-sales staff will notify them of the handling results through private social media messages to form a closed-loop live interaction and order execution and after-sales follow-up process to keep the trust of buyers stable.

### **6.4. Implement Data-driven Refined Customer Management**

Use all the live data from the back-end to check how long people are watching,

comment keywords and how often they engage, and then classify the buyers into one of the three categories: potential buyers, transactional clients and loyal framework partners. Retention Plans for the different groups after the Live show are being prepared. Based on the analysis of live comment keywords, we can identify what buyers are interested in, so several live topics will be prepared in advance to meet their demand for customised content and boost the audience's sense of participation.

## 7. Conclusion

With the digitalisation of cross-border cooperation in trade, social media live-streaming has overcome time and information barriers. Based on the actual construction of trust in the live-streaming environment, it is hoped that continuous trust and emotional connections among manufacturers and overseas buyers will be formed to achieve stable two-dimensional customer loyalty (attitude and behaviour). The three stages of its internal operating process are to reduce information asymmetry by having synchronous on-site live interactions to build initial trust, regularly conduct multi-level live broadcasts to strengthen the emotional connection with buyers, and use refined live data operation to increase the switching cost for buyers and encourage them to purchase again. The four replicate live-maintenance modes of export enterprises to keep the interest of overseas clients in the daily life and facilities of workers are factory live tours, technical-sharing live sessions, cross-cultural festival live broadcasts and live-community closed-loop operations.

Currently, there are problems such as cross-cultural communication barriers, standardized live-streaming content, a lack of connection between live-streaming and after-sales service, weak data operation capabilities, etc., which reduces the loyalty-building effect of live-streaming. Export enterprises need to build cross-cultural professional live-streaming host teams, create a system of various types of multi-level live-streaming content, guarantee good communication between the live-streaming department and after-sales service, begin collecting data, and optimize the management of buyers. Only after learning the basic operating principles of real-time live trust construction will the manufacturer be able to transform sporadic temporary transactions into continuous and stable global trade cooperation and enhance the long-term competitiveness of its products in the international market.

Most of the B2B manufacturing export enterprises are included in this research, but some are not covered. Further research can be carried out in the field of cross-border service trade, and quantitative questionnaire data will be used to examine the correlation between the frequency of live interaction and the repurchase rate of buyers to add to the study results.

## References

- [1] Yi K .Analysis on the dissemination path of red music under the background of new media[J].Frontiers in Art Research,2024,6(10):DOI:10.25236/FAR.2024.061013.
- [2] Rexidin R .TikTok Live E-commerce: Innovative Models & Market Influence[J].Modern Economics & Management Forum,2024,5(5):DOI:10.32629/MEMF.V5I5.2861.
- [3] Schlüter U ,Sowa R ,Finkenzeller I , et al.[Digital tools in residency and continuing medical education within the framework of a digital media concept].[J].Die Anaesthesiologie,2024,73(12):1-13.
- [4] Wang Y ,Limb J S .An Empirical Study on K-Pop Livecast Concerts in Cinema: The Next Best Experience to a Real Live Concert?[J].SAGE Open,2024,14(4):DOI:10.1177/21582440241293314.