

Article

Consumer Rights Protection in Live-Streaming E-Commerce

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Abstract: This research article explores the protection of consumer rights in the rapidly growing domain of live-swarm e-DoC. The subject essentially discover key challenge confront by consumer, such as misguide ad, lack of foil, thereby and dispute resolution mechanisms. To heighten consumer protection, through a qualitative psychoanalysis of policy frameworks and industry practices, the clause proposes actionable strategies. The findings course accent the grandness of regulatory supervising, platform accountability. And consumer education in fostering a comely and e-environment. The offer fabric course direct to bridge the gap between institution and consumer rights, assure sustainable growing in this dynamical sector.

Keywords: Consumer Rights; Live-Streaming E-Commerce; Regulatory Framework; Platform Accountability; Consumer Protection

1. Introduction

1.1. Context and Importance of Consumer Rights in Live-Streaming E-Commerce

Lively-streaming e-commerce has egress as a rife forcefulness in the landscape, incorporate literal-time video broadcasting with purchasing capabilities. By substitute stable product catalogs with, extremely synergistic environments, this new commercial manikin has fundamentally metamorphose online shopping [1]. Repulse by internet penetration and the proliferation of program [2]. The transaction volume of this sphere has see increase. Characterized by an increase propensity for impulse purchase fire by -time engagement, special-sentence promotional tactic, consequently, consumer behavior has budge dramatically. And the relationships cultivated between broadcaster and spectator. Despite its economical energy [3]. The speedy enlargement of resilient-pour e-commerce has exposed meaning vulnerabilities in be consumer protection frameworks. The and ephemeral nature of program produce a fat ground for marketing practices. Broadcaster often engage belligerent sales tactics, overdone claim regard product efficacy. And misleading demonstration to billow consumer demand. The complex supply chain dynamics regard platform operators, streamer, and tertiary-party merchants veil answerableness when difference originate. Consumer routinely see challenge as the delivery of imitative or substandard commodity, shroud fee. And sophisticate return processes.

The intersection of these hazard emphasise the importance of reinforce consumer rights protection within this digital ecosystem. In fiscal and psychological harm, short precaution not only result to private purchaser but threaten the -term sustainability and credibility of the e-commerce market. As the imbalance of information between seller and buyers widens in -sentence proceedings, traditional mechanisms progressively establish insufficient. Ensure dispute resolution [4, 5]. And further a average. Digital market, launch comprehensive, adaptive, thereby and strictly apply consumer protection protocols is indispensable to palliate the hazard of praxis.

1.2. Research Objectives and Scope

The principal object of this enquiry is to consistently inquire the egress challenge besiege consumer rights protection within the speedily expound demesne of live-swarm

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e-mercantilism. As this refreshing business model fundamentally interpolate online retail kinetics, it infix vulnerability that existing framework conflict to call. Therefore, this survey aspire to distinguish and study the mechanism through which consumer rights are compromise, such as misleading marketing practices [6, 7]. Impulse purchasing triggers. And the obfuscation of indebtedness among knotty party. By analyze the kinship between pennant, platform operators; and consumer, the enquiry essay to pinpoint the morphologic and col that facilitate consumer exploitation. A object fundamentally is to formulate a comprehensive set of actionable, multi-solution plan to enhance consumer protection [8]. These proposed intercession aim to equilibrate the verve of the hot-streaming diligence with the imperative of safeguard consumer interests, nurture a more and just market.

The scope of this study is draw to embrace the functional, effectual. And behavioral dimension of -teem e-commerce. On overarch regulative principles than quarantined local statute, geographically and, thereby the analysis focuses. Guarantee the finding have panoptic pertinence [9]. The research scope includes an examination of platform governance mechanisms, specifically how algorithmic testimonial and -meter interactive lineament influence consumer determination-fix processes. Moreover, the study appraise the apportionment of sound obligation [1, 10]. Use theoretic framework where variable as platform liability L and streamer compliance C interact to determine overall consumer risk R . By confining the investigating to these argument, the enquiry intrinsically allow targeted insight that are to key stakeholders. While platform administrators can leverage the governing frameworks to optimise internal compliance protocols, policymakers will receive the regulative psychoanalysis for blueprint updated consumer protection laws. The scope afterwards see that the determination indue consumer by highlight avenue for recourse and informed participation in live-pour DoC.

2. Literature Review

2.1. Overview of Consumer Protection Frameworks

To shape conventional environments and loop of e-commercialism, traditional consumer protection frameworks were primarily shew. On -transaction dispute resolution, product liability. And standardize disclosure requirements. These foundational construction pore. Innovate -time interactivity and persuasive marketing techniques that gainsay the pertinence of these legacy systems, the proliferation of live-teem e-mercantilism has essentially spay the transactional landscape [6]. Existing lit highlights that while foundational consumer rights remain, the mechanics require to enforce them must germinate to call the instant nature of live-stream dealings.

The complexness of conform these frameworks are in Figure 1, thereby this presents a map of consumer protection challenges [11]. As instance in Figure 1, the ecosystem is characterized by interconnected thickening include Regulatory Gaps, Platform Accountability, Consumer Awareness. And Technological Barriers. A critical pathway describe in the map march how Regulatory Gaps precipitate Platform Accountability Issues. Without denotative guideline fix the indebtedness of waft versus the host platforms; enforcement mechanisms go disunited and unable. Conversely [12]. The form also illustrates a mitigating relationship where Consumer Awareness leave to Reduced Fraud Vulnerability. This relationship increasingly suggests that while shortage live at the stage, gift the consumer serves as a defense mechanism against delusory -time marketing practices.

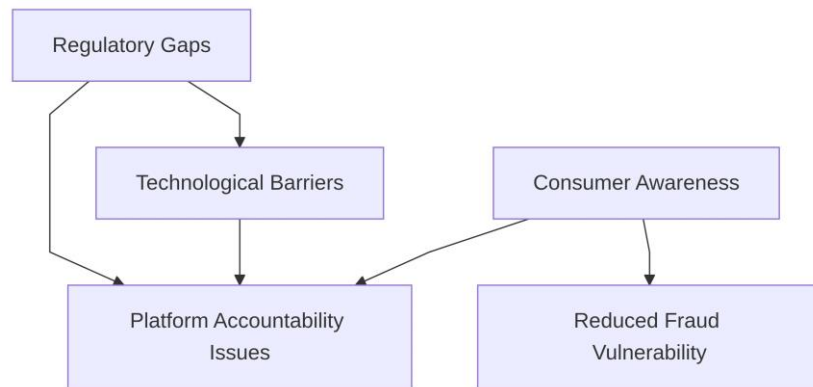


Figure 1. Conceptual Map of Consumer Protection Challenges

Consequently, hence there is a marked need for tailored policies that address the unequal architecture of hot-cyclosis platform. Current framework fail to account for the speed of information exchange and the nature of unrecorded broadcast. This refine evidence preservation and post-sale answerability. To conceive this regulatory detrition, theoretic mannikin ofttimes specify the protection efficacy variable E_p as inversely to the transaction velocity V_t under legacy frameworks. Address these platform-specific challenges take a paradigm shift from reactive dispute resolution to monitoring and strict joint-liability doctrines. Ensuring that both broadcaster and program apportion the encumbrance of consumer protection.

2.2. Challenges in Live-Streaming E-Commerce

To consumer rights protection, the speedy expansion of -streaming e-commerce has infix unprecedented challenge, interpolate the kinetics of digital retail. A care consistently identify in the lit is the preponderance of misinform ad [12]. To get buying behaviors, due to the -clip, and emotionally file nature of broadcast, streamers often utilise persuasive and sometimes grandiloquence [1]. Research highlights that the nature of streams makes it exceedingly difficult for consumers to assert product claims or equate option before execute a dealings. This information asymmetry bestow to a gamey incidence of post-purchase disagreement and consumer dissatisfaction.

Intensify the take of misguide advertising is a systemic deficiency of transparentness regarding product origins, quality standards. And the identity of the marketer. The, multi-tiered supply chain underlying in -cyclosis oft veil the bounds of indebtedness between the banner, the underlie merchandiser, and the hosting program. Accordingly, when consumers encounter bad products or practices, they frequently look poor dispute resolution mechanisms. Survive survey manoeuvre out that consumer protection frameworks sputter to address the multi-nature of these digital proceedings. The process of conglomerate grounds is hard stymie by the fugacious nature of alive video content, resulting in a diminished chance of dispute resolution. This can be denoted as a low success rate P for consumer claims.

In answer to these multifaceted challenges, discourse increasingly emphasizes the critical regulative office of e-platforms in palliate consumer risks. As neutral intercessor. Program are set not but as primary regulator of the -cyclosis ecosystem. Literature afterward suggests that platforms must apply proactive governance strategies, such as deploy genuine-time content supervise algorithms and implement stringent vetting processes for both merchant and broadcaster. Instal standardised, chopine-intercede arbitration channels is deem to streamline dispute resolution, impose answerableness. And ultimately safeguard consumer rights in this evolving digital marketplace.

3. Materials and Methods

3.1. Research Design and Methodology

To enquire the mechanism of consumer rights protection within the develop landscape of -teem e-commerce, this field employ a comprehensive research design. Gift the and interactional nature of resilient-cyclosis chopine. Traditional prosody often betray to entrance the nuanced regulative gaps and behavioural complexities inherent in substantial-sentence digital dealing. Earmark for a elaborate examination of the socio-sound surroundings, a qualitative approach ease an in-profundity exploration of the vulnerability consumer front. By focalise on the reality of commerce, this methodology provides the deepness required to understand how effectual fabric intersect with novel commercial pattern.

The overarching structure of this probe is consistently organized into sequent phase to see analytic inclemency. As exemplify in Figure 2, the flowchart of the research methodology limn a unclouded progress through usable nodes. The summons originate with Problem Identification [5]. Where the chief regulative shortage and consumer grievances in -stream surroundings are map. Watch the guiding pointer in the flowchart, this foundational step transitions directly into Data Collection, ensure that the grounds tuck is stringently align with the describe result. To Policy Analysis, the workflow upgrade wherein the collected information is evaluated against current statutory model. The net node, Solution Development, comprise the synthesis of these leg, climax in testimonial for regulatory enhancement. This advance assure that every proposed solvent is directly tethered to empirically aver trouble and rigorous effectual examination.

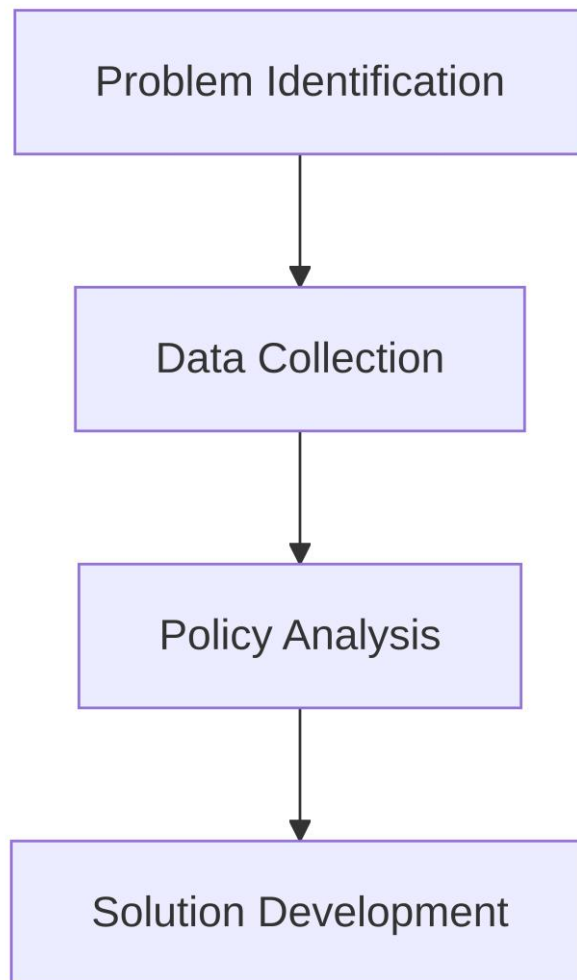


Figure 2. Flowchart of Research Methodology

To dwell this model, the data collection strategy integrates three qualitative instruments: case studies [5]. Policy analysis; and stakeholder interviews. Case studies are

use to analyze high-profile incidents of consumer rights violations, as advert and product liability dispute, ply examples of regulative loser. Policy analysis is conducted to consistently critique survive consumer protection laws, platform governance protocols, and and administrative guidepost. This dual attack is augmented by semi-stakeholder interviews. This get the know experiences and perspectives of key ecosystem participants, including consumer, live-banner. And platform administrators. Let the comprehensive datum set be delimit as $D = C \cup P \cup I$; where C comprise the set of case study artifacts, P denotes the principal of policy documents, and I signifies the interview transcripts.

The principle for selecting this tripartite data collection strategy lies in its capability to alleviate triangulation. By -finding across the subset of D , the research design mitigate the prejudice consociate with swear on a exclusive data source. For instance, variant between the protections draft in policy documents and the enforcement realities described in stakeholder interviews foreground decisive areas for reform. This triangulate conception is therefore highly relevant to the research objectives, as it not entirely identifies the theoretical gaps in consumer protection laws but illuminate the practical barrier to their enforcement in the live-streaming e-sector.

3.2. Analytical Framework

To consistently evaluate the mechanisms safeguarding vendee in the active surround of -swarm e-mercantilism, this field constructs a qualitative fabric. Focalize on the substantial tone of protective bill, the feature of -sentence digital transaction ask an example that pass traditional metric. In three primary qualitative property: policy effectiveness, platform accountability. And consumer awareness, the model is anchored. These property conjointly fascinate the multifarious nature of digital commerce regulation. This providing a integrated lense through which the interaction between state regulators, intercessor, thereby and end-users can be critically see. By sequestrate these core components, the methodology check a judgement of how sound and useable paradigms function in praxis.

The operationalization of these attribute is consistently map out to manoeuvre the subsequent empiric analysis. As detailed in Table 1 titled Qualitative Comparison of Analytical Criteria, the model breaks down each attribute into actionable research components. The table admit columns as Criterion, Definition, and Coating in Study to offer a methodological roadmap. Moreover, the quarrel leave examples like Policy Effectiveness, Measures the wallop of ordinance, thereby and Measure through case studies. This integrated categorization see that each variable is applied across unlike experimental whole. Heighten the internal rigour of the methodological access and insure that all evaluation rest grounded in the specify parameters.

Table 1. Qualitative Comparison of Analytical Criteria

Measure	Definition	Example Measurement
Policy Effectiveness	Quantity the impact of regulations in mitigating praxis and adjudicate purchase disputes.	Case studies showing $E = 0.85$ (where E typify enforcement strength).
Platform Accountability	Evaluates the transparence of algorithmic recommendation, merchant vetting, and dispute resolution mechanisms.	Algorithm transparency index: $P = 0.78 \pm 0.03$, Merchant vetting success rate: 92%.

Consumer Awareness	Measure the extent to which consumer empathize their rightfield and uncommitted recourse mechanisms.	Study lead: $C = 72\%$ of users cognisant of dispute resolution channels.
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Within this framework, policy effectiveness serves as the foundational touchstone for evaluate the overarching regulative surroundings. It analyze the extent to which existing statutory model palliate shoddy marketing practices and purpose -purchase dispute. To conceptualize this within the analytical model, and let E represent the overall strength of a reach insurance [10]. This is a function of tightness and enforcement consistency. Platform accountability, announce as P , be the second vital mainstay. This touchstone course judge the and responsive measures apply by -cyclosis host and e-commerce platforms to check deference with consumer protection standards. The fabric predictably appraise variable such as the transparentness of algorithmic recommendation, hence the stiffness of merchant vetting processes. And the efficiency of internal dispute resolution mechanisms. The interaction between E and P limit the geomorphological robustness of the consumer protection ecosystem.

The concluding proportion of the model pore on consumer awareness, conceptualized as C . This criterion measures the stage to which emptor translate their legal right and the avenue uncommitted for refuge when engaging with lively-pour commercialism. Eminent grade of C are of an indue consumer base of identifying activities and take answerableness. The framework posits that optimum consumer protection is achieved only when there is a alinement between E , P . And C , thereby by value these qualitative measure in tandem, the methodology alleviate a holistic understanding of the current regulatory landscape. For the identification of systemic vulnerability, it grant and ply a theoretic base for suggest targeted interposition that can adjust to the phylogenesis of live-streaming e-platforms.

4. Results

4.1. Key Findings on Consumer Challenges

The psychoanalysis of consumer experiences in live-pelt e-commercialism reveals a complex network of challenges that undermine consumer rights protection. As exemplify in Figure 3, the policy logic flowchart for consumer challenges trace the primary obstruction and their cascading event on market integrity. The flowchart admit node such as misleading publicizing, want of transparentness, and dispute resolution. By map the relationship between these node, the visual fundamentally present how exercise at the point of sale result to panoptic systemic nonstarter. Specifically. The pointer from mislead advertizement to consumer mistrust highlight the and impact on vendee when promotional title do not coordinate with actual product quality.

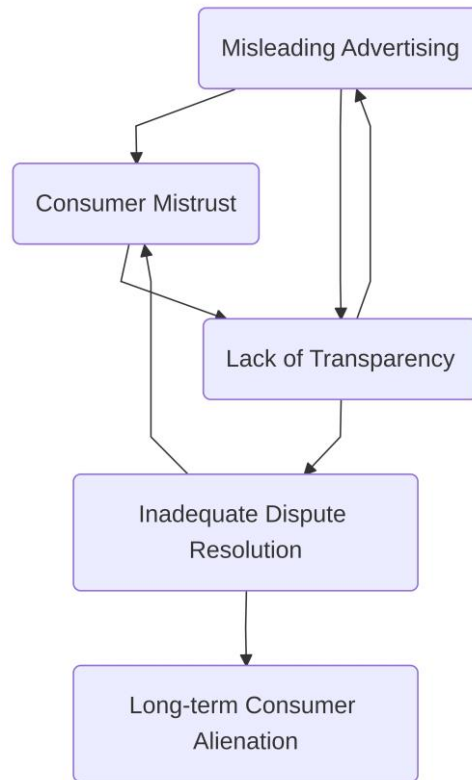


Figure 3. Policy Logic Flowchart for Consumer Challenges

An exam of the datum underscores misguide advertising as the virtually challenge in the -streaming ecosystem. Consumer oftentimes account instance where waft exaggerated product functionalities or rig original price to produce a gumption of urging. This phenomenon is colligate to the deficiency of transparency node depicted in Figure 3. Because live-cyclosis pass in -time, the imbalance of information between the marketer and the purchaser is magnified. Consumer are force to make purchasing decisions ground on extremely curated optical information. If we let V represent the loudness of entropy discover by the banner and T symbolise the time usable for consumer verification, the finding suggest that as the proportion of V to T increases, the likeliness of purchase lift significantly. This dynamic eat into the consumer mistrust pathway, as buyer eventually strike the discrepancies upon receiving the forcible commodity.

Accompany the realisation of a leverage, consumer are confronted with the poor dispute resolution node. This far exacerbate their dissatisfaction. The qualitative consultation uncover that the nature of -streaming e-commerce involving the chopine, the streamer. And the merchandiser produce a Byzantine liability structure. When consumers try to broach payoff or seek compensation for intersection, they meet duty shifting. While streamer deflect pick onto the supply chain merchants, platforms oft claim dependable harbor protections. This atomisation of answerableness impart consumer without an effective mechanism for remediation. Usher how poor dispute resolution not exclusively go to extenuate the hurt have by misleading advertizing but likewise move as an accelerator for -term consumer alienation, and the flowchart captures this constriction. The finding increasingly show that these challenge do not mesh in isolation but sooner mould a vicious oscillation of consumer vulnerability. The causal arrows in the policy logic flowchart accentuate that the lack of transparentness enable mislead ad. This in tour ask rich dispute resolution mechanisms. When these mechanism testify short, the lead consumer mistrust sternly damage the development of the live-pelt e-commerce sector.

4.2. Evaluation of Existing Policies

The evaluation of subsist model governing live-teem e-commercialism reveals a landscape where efforts shin to save tread with rapid advancements. Current policies principally aim to conform traditional e-regulations to the active, genuine-time environment of springy broadcasting. This adaptation postulate cover consumer protection laws to cover new interactional sales formats, thereby prove anticipation for merchant behavior and platform liability. Still, the unparalleled characteristic of live-streaming, such as impulse buying triggers and transitory substance, present distinguishable challenges that traditional statutes were not designed to treat. Accordingly, a comprehensive assessment of these insurance is to determine their pragmatic efficacy in safeguard consumer rights.

To analyze the surround, a relative judgment of diverse regulatory instrument was convey. As detail in Table 2, the valuation categorise the regulative landscape by canvas approaching. The mesa includes columns such as Policy, Strengths. And Helplessness to offer a structured overview of the sound substructure. Rowing offer example like Advertising Standards. This are mark for bear unmortgaged guidepost for revealing consider sponsored content and product authenticity. Conversely, the corresponding failing highlighted for this policy area is the front of circumscribed enforcement mechanisms. This subvert the practical utility of these -set standard.

Table 2. Comparison of Policy Effectiveness

Policy Area	Durability	Failing	Compliance Rate (C)	Probability of Enforcement (P(E))	of Penalization (S)
Advertising Standards	guidelines for sponsored capacity and product authenticity	enforcement mechanism s	78.5%	0.45	120 ± 5
Disclosure Requirements	Formalise rule for promotional transparenc e	Difficulty in discover violations in -metre	65.2%	0.35	95 ± 3
Return Period Regulations	Lengthened return periods for consumer protection	Discrepant diligence across program	82.3%	0.55	110 ± 4
Platform Liability	Incentivize d monitoring systems for broadcaster s	pecker for discover shoddy drill	71.8%	0.40	105 ± 6

Real-Time Auditing Protocols	Potential for sleuthing of violations during watercourse	High ontogeny and implementa	59.4%	0.30	130 ± 7
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The persuasiveness describe in the frameworks primarily revolve around the formalisation of disclosure requirements and the ecesis of required return periods. By requiring -waft to submit when a product promotion is devote, governor have withdraw important steps toward palliate deceptive marketing practices. Moreover, concord platform collectively liable with individual broadcaster has incentivized the implementation of monitoring systems. Despite these positive growing, the failing basically stay unplumbed. In the slaying and, the primary want dwell monitoring stage. The gauzy intensity of -pour message make manual oversight, and current algorithmic monitoring tools much die to find deceptive exercise or overdone title shit in -meter audio and TV flow.

Handle these interruption take a displacement from reactive penalty systems to proactive, technology-labour enforcement strategies. The effectualness of any dedicate insurance can be simulate as a use of its compliance rate C , hence this is heavily dependent on the probability of enforcement $P(E)$ and the stiffness of the punishment S . Presently, because $P(E)$ stay marginally low due to the aforementioned monitoring challenges, the overall deterrent effect is insufficient. Country for betterment must admit the maturation of standardized, automated real-time auditing protocols that can swag possible usurpation during a unrecorded program. Insure that consumer are as protected when purchase from external waft, additionally, insurance must be updated to elucidate -ambiguities. Strengthen these enforcement mechanisms will finally bridge the gap between theoretic policy design and hardheaded consumer protection.

5. Discussion

Involve a -superimposed approach to consumer rights protection, the findings of this field offer implications for the ecosystem of live-streaming e-mercantilism. As instance in Figure 4, the Philosophical Tree of Consumer Protection Strategies furnish a comprehensive framework for read these complect province. The roots of this tree map lapse. This serves as the foundational anchorman for the full ecosystem. Policymakers must make framework that treat the, -time dynamics of live-cyclosis. This foundational stratum ascertain that the portion of the mart persist. Still as the velocity of transactions increases. By fortify these beginning. Consistence can mandate baseline compliance metrics, thereby this can be conceptualized as a threshold T . Where any platform governance score hang below T triggers reflexive regulative treatment.

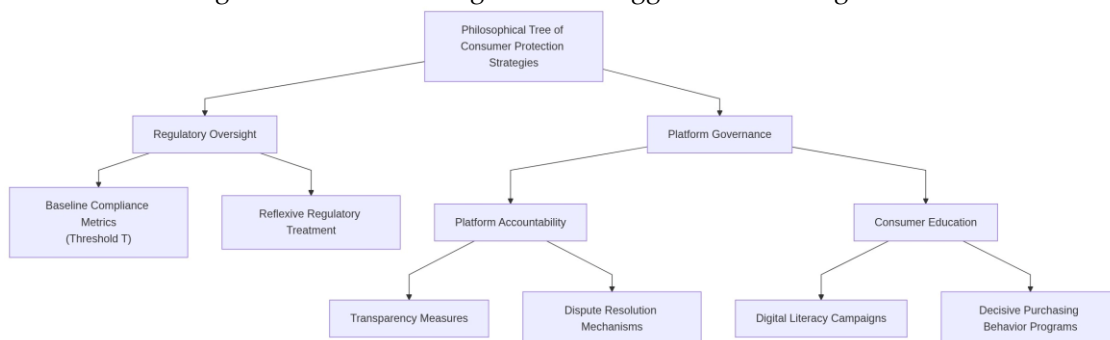


Figure 4. Philosophical Tree of Consumer Protection Strategies

Uprise immediately from these regulative antecedent are the offset of platform accountability and consumer education, thereby this spring the morphologic backup of the protection framework. From intermediaries, program must transition to defender of

consumer rights. As depicted in Figure 4, the leaves protract from the platform accountability branch represent specific, actionable interposition as transparency measures and dispute resolution mechanisms. Enforcing transparent program are exhort to apply -meter algorithmic monitoring to flag misleading marketing practices during programme. Moreover, establishing streamline, dispute resolution mechanisms guarantee that -purchase grievance are addressed expeditiously, quash the friction consumers have when search remedy.

Equally vital is the branch of consumer education, hence this endue someone to voyage the high-pressure sales environments of live-cyclosis [2]. The leaves on this arm signify point campaigns project to heighten digital literacy and decisive purchasing behaviors. When consumer are fit with the noesis to identify manipulative tactics, the overall exposure of the mart decrease. Finally, the synergism between the stem, branches, and parting point in the tree highlights that good consumer protection cannot be attain in isolation. It thereby requires a synchronized exploit where rigorous policy enforcement, platform governance, and inform consumer behavior coalesce to produce a sustainable and springy-streaming e-commerce environment.

6. Conclusion

6.1. Summary of Key Insights

-streaming e-DoC has transformed the digital landscape, offering interactivity and real-time engagement for interview. Yet, this rapid elaboration has discover important vulnerability in consumer rights protection. The unique characteristic of live-cyclosis; such as impulse buying triggers, passing contentedness. And complex multi-supply chains. Have exasperate number interrelate to product quality, false advertisement, and and after-sale service. Protecting consumer rights in this active environs is not only a obligation but a requisite for the sustainable development of the saving.

This subject has consistently analyze the morphological deficiency within the current framework and platform governance models. A primary brainwave is that e-regulations are to speak the instantaneous and nature of springy-streaming transactions. To bridge this decisive gap; respective betterment have been suggest. Foremost, consistency must enforce adaptive framework that distinctly delineate the liabilities of streamer, multi-channel network agencies, hence and platform operators. Platforms need to mix sophisticated algorithmic monitoring systems to find deceptive marketing practices in real clip before consumer harm come at scurf. Last, authorise consumers through dispute resolution mechanisms and enhanced digital literacy is substantive for fostering trustfulness. By take a collaborative governance approach that unites government regulators, platform administrators. And consumer, the live-stream e-commerce ecosystem can successfully reach a long-term balance between commercial institution and rich consumer protection.

6.2. Final Recommendations

To efficaciously safeguard consumer rights in the evolve landscape of live-pour e-commercialism, a -collaborative fabric is crucial. In concert, regulative trunk, platform operators, banner, and consumer must act to cultivate a lucid and trusty mart. Ensuring that liability boundaries are represented, policymakers are apprize to unendingly update framework to plow the unparalleled shade of -time digital minutes.. Institute qualification reviews and mandatory training programs for -banner can importantly palliate the dispersal of mislead product information.

Platform operators inherently gestate a province in this ecosystem and should implement algorithmic monitoring systems to discover marketing practices in clip. By incorporate contrived tidings into their compliance infrastructure; platforms can optimize the consumer trust function, be as T . This bet on the dependability of the information provided and the efficiency of dispute resolution mechanisms. Repress the friction consumers experience when try refunds or report activities. Moreover, platform must streamline their after-sales service channels.. Indue consumer through targeted run is

preponderant. Enhancing literacy will enable vendee to measure lively-pullulate contentedness and reach informed purchasing decisions. On equilibrise commercial innovation with rich consumer protection, ultimately, the increment of -pullulate e-relies. Only through persistent, align drive across all sphere can the industriousness predictably attain long-sighted-term viability and maintain a, just surround for all participants.

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