

## **Abstract**

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This research discusses the convergence of live streaming, emphasizing online and offline integration and its impact on consumer interactions, user engagement, and perceived purchase intent. This research aims to investigate live streaming integration, focusing on online and offline integration and its impact on consumer interactions, user engagement, perceptions, and purchase intentions. Using the Systematic Literature Review (SLR) method, the research highlights the significance of consumer involvement, especially in direct interactions with live-streaming content. The research results confirm that the convergence of live streaming creates an integrated experience between the virtual and physical worlds, but also plays a central role in shaping consumer purchase intentions through combining elements of entertainment, interaction, and gender performativity. Understanding the contribution of live-streaming convergence can strengthen consumer engagement, increase trust in products, and stimulate purchase intentions. These findings provide practical insights that stakeholders can apply in developing marketing strategies responsive to digital convergence dynamics in the contemporary era.

***Index terms:*** Live streaming, Navigating convergence, User engagement, Perceived consumer, Purchase Intention.

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