

Buyer–seller relationships in live shopping marketplaces

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Abstract

Purpose – Live-streaming commerce reshapes buyer–seller relationships, yet the relational mechanisms underpinning these dynamics remain undertheorized. Drawing on commitment–trust theory (CTT), the purpose of this study is to investigate how live shopping marketplace design, governance and community dynamics configure CTT antecedents and outcomes in a shoppertainment context.

Design/methodology/approach – A hybrid qualitative approach analyzed 13,690 user reviews from Whatnot (2020–2025) via BERTopic modelling, generating 56 topics. Equal-allocation stratified sampling yielded 1,120 reviews for thematic analysis, combining inductive exploration of marketplace dynamics with deductive CTT-guided coding of antecedents and outcomes.

Findings – Five themes reveal trust operating as a dual-object phenomenon directed simultaneously at individual sellers and the platform as intermediary. Dual-role participation reshapes trust criteria; embedded capital and interactional immediacy extend CTT antecedents to synchronous exchange; and marketplace design simultaneously enables relational value and consumer harm through dark patterns, addiction discourse and gambling-like mechanics.

Practical implications – The findings of this study inform platform governance decisions, seller trust-building practice and regulatory frameworks addressing mystery-box mechanics and compulsive buying risk.

Social implications – Explicit user reports of addiction, fear of missing out exploitation and gambling-like mechanics indicate live shopping platforms are sites of genuine consumer vulnerability demanding ethical platform design and policy intervention.

Originality/value – This study illustrates how BERTopic can support a principled qualitative sampling strategy and applies CTT to live-streaming commerce, proposing embedded capital and interactional immediacy as context-specific constructs. A tentative proposition is offered that commitment and trust may operate as performance-sensitive rather than purely enduring states in this setting, warranting longitudinal investigation.

Keywords Live shopping marketplace, Live-streaming commerce, Buyer–seller relationships, Trust, Relationship marketing

Paper type Research paper

1. Introduction

Live shopping represents a paradigm shift in digital commerce, integrating real-time entertainment with transactional functionality to create immersive retail environments (Gu *et al.*, 2024). Unlike traditional e-commerce, where consumers interact with static product information, live shopping marketplaces enable synchronous interaction between sellers and buyers through live auctions, product demonstrations and real-time Q&A



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(Wongkitrungrueng and Assarut, 2020; Hou *et al.*, 2024). This convergence of social engagement and commerce – often termed “shoppertainment” – has experienced explosive growth, with the global live-streaming commerce market projected to reach US\$2.46tn by 2033 (Grand View Research, 2025). Platforms such as Whatnot, TikTok Shop and Amazon Live exemplify this transformation, leveraging live interaction to facilitate transactions, build consumer trust and cultivate platform loyalty (Wang *et al.*, 2024; Cai *et al.*, 2018; Na *et al.*, 2025).

These environments offer a qualitatively distinct consumption experience. Increased interaction enhances perceptions of social presence, reduces informational asymmetry and strengthens purchase intentions (Li *et al.*, 2024). Real-time streamer responsiveness – and, increasingly, AI-powered virtual influencers – creates immersive, emotionally resonant contexts in which shoppers experience both utilitarian and hedonic value (Xie and Desouza, 2025; Zhang *et al.*, 2025). Yet these same dynamics may foster parasocial relationships, compulsive buying tendencies and fear of missing out (FOMO), suggesting that live shopping marketplaces host both relational value and consumer vulnerability (Hou *et al.*, 2024; Beyens *et al.*, 2016; Faber and O’Guinn, 1992).

In contrast to conventional online retail, where buyer–seller encounters are often episodic, live-streaming commerce foregrounds relationship processes long central to relationship marketing scholarship. Classic work conceptualizes buyer–seller relationships as multi-stage processes moving from awareness through commitment, emphasizing trust, cooperation and mutual adaptation (Dwyer *et al.*, 1987). Foundational studies identify relational “connectors” – including information exchange, operational linkages, cooperation and relationship-specific adaptations – that differentiate relationship types and shape satisfaction outcomes (Cannon and Perreault, 1999). Meta-analytic evidence further confirms that trust and commitment function as central mediators of long-term relationship performance (Palmatier *et al.*, 2006; Gummesson, 2017). By reshaping buyer–seller interaction dynamics, live shopping marketplaces have the potential to redefine relational exchange from discrete transactions to ongoing relational phases.

Despite rapid growth and increasing scholarly attention, significant gaps persist. Existing research has predominantly examined technological features affecting trust and user experience (Li *et al.*, 2024; Zhang *et al.*, 2025; Khamitov *et al.*, 2024), streamer characteristics driving purchase intention (Hou *et al.*, 2024) and platform affordances enabling engagement (Gu *et al.*, 2024). These studies exhibit three interrelated limitations. First, they adopt fragmented theoretical lenses – ranging from stimulus–organism–response frameworks to uses and gratifications theory – that preclude holistic understanding of relational dynamics. Second, they rely heavily on experimental and survey-based methodologies that capture intended rather than lived behaviors, limiting ecological validity. Third, and most critically, they undertheorize the marketplace itself as an active agent in shaping buyer–seller relationships, treating platforms as neutral backdrops rather than as infrastructures that govern interactions, structure trust-building opportunities and mediate relational outcomes (Täuscher and Laudien, 2018; Constantinides *et al.*, 2018). Crucially, research has focused on short-term outcomes in isolation – purchase intention, perceived enjoyment and individual streamer trust – while offering limited understanding of how marketplace design and governance configure commitment–trust antecedents and outcomes over time or how “dark-side” mechanisms jointly shape relationship quality, stability and risk in live shopping contexts.

To address these gaps, the present study investigates how live shopping marketplaces shape buyer–seller relationships through the lens of commitment–trust theory (CTT) (Morgan and Hunt, 1994). CTT posits that enduring relational exchange emerges when

parties perceive high levels of trust and commitment, which reduce uncertainty, foster cooperation and enhance long-term outcomes. Its ten dimensions – five antecedents (relationship termination costs, relationship benefits, shared values, communication and opportunistic behavior) and five outcomes (acquiescence, propensity to leave, cooperation, functional conflict and uncertainty) – offer systematic coverage of relational mechanisms applicable across exchange contexts. CTT has been applied in online retailing (Mukherjee and Nath, 2007), mobile commerce (Cui *et al.*, 2020), social media (Rashidi-Sabet and Bolton, 2024) and the metaverse (Saha and Jublee, 2025), yet its application to live-streaming commerce remains nascent, with existing studies typically addressing trust or commitment in isolation rather than examining their interplay within marketplace-governed relationships.

Drawing on user-generated reviews from a prominent live shopping platform, Whatnot, this study investigates how marketplace design, streamer behaviors and community dynamics configure CTT antecedents and outcomes in practice. Specifically, 13,690 app store reviews (2020–2025) are analyzed using bidirectional encoder representations from transformers (BERT)-based topic modelling to identify key experiential themes, followed by a hybrid thematic analysis combining inductive exploration of marketplace roles and community dynamics with deductive coding of CTT constructs (Fereday and Muir-Cochrane, 2006; Corbin and Strauss, 2015; Basu *et al.*, 2025). This design capitalizes on the ecological validity of naturally occurring electronic word-of-mouth while preserving the depth and interpretive nuance characteristic of qualitative market research.

Two research questions guide the investigation:

- RQ1. What types of buyer–seller relationships are experienced by participants in live shopping marketplaces?
- RQ2. How do commitment–trust factors shape buyer–seller relationships within live shopping marketplaces?

This study makes three principal contributions. First, it applies and elaborates CTT in a live-streaming commerce context, illustrating how marketplace design and governance may condition commitment–trust mechanisms, responding to calls for more contextualized theory development in digital relationship marketing (Palmatier *et al.*, 2006; Gummesson, 2017). Second, methodologically, this study demonstrates the use of topic modelling as a principled sampling aid: identified topics serve as sampling strata, with reviews allocated equally across topics to yield a topic-stratified qualitative sample that enhances coverage of experiential diversity, which is then subjected to thematic analysis. This integration of computational and interpretive methods aims to strengthen rigor in qualitative market research by combining the coverage of large-scale user-generated content with the depth of human analysis. Third, it develops a conceptual framework explicating how marketplace-level factors shape CTT antecedents and determine relational outcomes – surfacing both value-creating dynamics and problematic patterns such as compulsive buying and FOMO – thereby addressing the undertheorizing of marketplace effects in live-streaming commerce research.

This paper proceeds as follows. Section 2 critically reviews literature on live-streaming commerce and relationship marketing, positioning CTT within broader theoretical conversations. Section 3 outlines the hybrid research design. Sections 4 and 5 present the analysis and findings. Section 6 discusses theoretical and managerial implications, limitations and directions for future research. Section 7 concludes.

2. Literature review

2.1 *Prior studies on live shopping*

The burgeoning literature on live-streaming commerce has predominantly adopted variable-centered approaches, cataloguing engagement factors without adequately theorizing relational mechanisms. Early studies established the foundational appeal of live shopping – entertainment value (shoppertainment), real-time personalization through Q&A, uncertainty reduction and exclusive deals – as primary participation motivators (Wongkitrungrueng and Assarut, 2020; Gu *et al.*, 2024). Consumers attend live streams to obtain product information, observe real-time demonstrations and engage in auction-based pricing, creating immersive experiences through social interaction (Hou *et al.*, 2024; Pacheco *et al.*, 2025; Shi *et al.*, 2025).

Critical examination reveals significant internal tensions. Studies diverge on the relative importance of utilitarian versus hedonic motivations: while some foreground information-seeking and uncertainty reduction (Li *et al.*, 2024; Na *et al.*, 2025; Cai *et al.*, 2018), others emphasize entertainment and parasocial interaction (Hou *et al.*, 2024; Zhang *et al.*, 2025). This inconsistency suggests motivational heterogeneity may be context-dependent, yet few studies have examined these moderating conditions systematically.

Socially, parasocial relationships between digital creators and followers influence purchase and word-of-mouth intentions (Hwang and Zhang, 2018), while community learning from peer cues shapes both cognitive and affective responses in social commerce contexts (Chen *et al.*, 2017). Building on Hwang and Zhang (2018), recent studies (Hou *et al.*, 2024; Xie and Desouza, 2025) demonstrate that live streaming intensifies parasocial bonds through real-time responsiveness and performative authenticity. The present study extends this work by examining how such bonds interact with CTT antecedents (shared values and communication) and outcomes (acquiescence and cooperation) within a marketplace-governed environment. These dynamics remain undertheorized for live streaming, where synchronous co-presence may intensify parasocial bonds beyond those documented in asynchronous contexts. Behavioral patterns including compulsive buying, FOMO and gambling-like bidding have similarly received insufficient grounding in established consumer behavior theory. Faber and O'Guinn's (1992) diagnostic framework for compulsive buying and Beyens *et al.*'s (2016) FOMO research both identify mechanisms – scarcity cues, social pressure and anxiety-driven engagement – that live shopping's real-time auction formats plausibly amplify among vulnerable consumers. The field has largely treated these as novel phenomena rather than as manifestations of well-established constructs, a gap with both theoretical and ethical consequences.

As summarized in Appendix 2, prior live shopping studies reveal that only a handful have tangentially examined buyer–seller relationships, and fewer still have used qualitative or review-based approaches (Pei *et al.*, 2025; Ji *et al.*, 2023; Ma *et al.*, 2025). Without understanding relational substrates, platforms cannot design governance mechanisms that foster sustainable relationships while mitigating harmful consumption patterns. The present study addresses this gap through commitment–trust factors, using text mining and thematic analysis of user reviews to access authentic experiential accounts absent from experimental designs.

2.2 *Theoretical background on live shopping*

2.2.1 Relationship marketing foundations. Relationship marketing scholarship provides canonical insights into how buyer–seller ties form and mature. Dwyer *et al.* (1987) established that relationships evolve through distinct phases – awareness, exploration, expansion, commitment and dissolution – characterized by shifting communication patterns, power

dynamics and bonding mechanisms. This developmental perspective is directly relevant to live shopping, where relationships may form rapidly through intense parasocial interaction yet remain fragile because of platform-mediated discontinuities. Cannon and Perreault (1999) further specified relational connectors – information exchange, operational linkages, cooperation and relationship-specific adaptations – demonstrating that relationships cluster into qualitatively distinct types, which is especially pertinent to live shopping where configurations vary substantially across seller types and platform architectures.

Meta-analytic evidence supports the centrality of relational investment while revealing important contingencies (Palmatier *et al.*, 2006). Critically for the present context, relationship marketing effectiveness is greater when relationships are built with identifiable individuals rather than firms – a finding directly germane to live shopping, where ties typically form with individual streamers, potentially amplifying relational effects.

2.2.2 Commitment–trust theory. CTT, articulated by Morgan and Hunt (1994), posits that relationship commitment and trust are key mediating variables between five antecedent precursors – relationship termination costs, relationship benefits, shared values, communication and opportunistic behavior – and five outcomes: acquiescence, propensity to leave, cooperation, functional conflict and uncertainty. Trust is defined as confidence in an exchange partner’s reliability and integrity; commitment as an enduring desire to maintain a valued relationship. The theory’s parsimony lies in identifying these two constructs as central mechanisms through which diverse antecedents exert their effects, rather than enumerating numerous direct pathways.

CTT was selected because it captures a holistic, multi-dimensional view of buyer–seller relationships with demonstrated applicability across digital exchange contexts, including online retailing (Mukherjee and Nath, 2007; Elbeltagi and Agag, 2016), mobile commerce (Cui *et al.*, 2020), social media brand communities (Rashidi-Sabet and Bolton, 2024) and metaverse environments (Saha and Jublee, 2025). Live-streaming commerce, however, presents distinctive features – synchronous interaction, performative demonstrations, auction-based pricing and community co-presence – that constitute a substantially different relational environment. While some studies have addressed trust-related contexts or commitment in isolation within live streaming (Lai *et al.*, 2025; Guo *et al.*, 2021), none have examined the full set of CTT precursors and outcomes or their combinatorial configurations, within a live shopping marketplace.

2.2.3 Trust typologies and their implications for live shopping. To operationalize CTT rigorously, this study integrates complementary trust conceptualizations from adjacent literatures. Mayer *et al.* (1995) distinguish trust from its antecedents – the trustee’s perceived ability, benevolence and integrity – enabling differentiation of, for instance, a streamer trusted for product knowledge (ability) but not for genuine concern for viewers’ interests (benevolence). McKnight *et al.* (2002) extend trust to e-commerce through a multidimensional model distinguishing institution-based trust – rooted in structural assurances – from interpersonal trusting beliefs, a distinction especially relevant where trust in the platform and trust in individual streamers may interact in complex ways. Gefen *et al.* (2003) further show that trust operates alongside perceptions of usefulness and ease of use, with interface features and perceived integrity jointly shaping behavioral intentions. Collectively, these frameworks establish that trust in live shopping is not a unitary construct directed at a single target but a multi-layered phenomenon simultaneously directed at individual streamers and at platform governance structures – a distinction with direct implications for how CTT dimensions manifest in this context.

2.2.4 Platform governance as a structural moderator. Live shopping marketplaces are active architectural agents whose governance choices shape incentive structures, interaction

possibilities and trust signals available to all participants. Scholarship on digital platforms emphasizes how multi-sided market structures, governance regimes and architectural choices enable and constrain participation and shape value creation (Constantinides *et al.*, 2018), while empirical taxonomies reveal substantial heterogeneity in how marketplaces create and capture value – heterogeneity that plausibly alters relational dynamics among participants (Täuscher and Laudien, 2018).

Platform governance mechanisms map directly onto CTT constructs, reputational systems and seller verification strengthen institution-based trust and raise relationship termination costs; monetization mechanics – commissions, tipping and pay-per-promotion features – alter seller incentives in ways that may increase opportunistic behavior; community affordances such as persistent chat and loyalty badges can foster shared values while simultaneously amplifying FOMO-driven acquiescence. The present study treats marketplace governance as a contextual moderator rather than a neutral backdrop – a perspective conspicuously absent from existing live-streaming commerce research.

2.2.5 Consumer vulnerability, dark patterns and the double-edged nature of live shopping. The theoretical framework must also engage with live shopping's darker relational dimensions. Parasocial attachments and community belonging simultaneously enable relational depth and create pathways for consumer harm. Platform-engineered scarcity signals and real-time countdowns may exploit consumers' needs to belong (Beyens *et al.*, 2016), producing coerced acquiescence – compliance driven by design nudges and social pressure rather than genuine trust or commitment. Live shopping's auction-like mechanics may similarly amplify the emotion-regulatory consumption patterns identified by Faber and O'Guinn (1992), particularly among psychologically vulnerable participants. These dynamics suggest that CTT's relational benefits may be systematically entangled with consumption risks that current frameworks do not adequately theorize. Dark patterns scholarship provides relevant grounding: manipulative interface designs – artificial scarcity countdowns, friction-free one-click purchasing and social proof nudges – are engineered to exploit cognitive biases and override deliberate choice (Gray *et al.*, 2018; Mathur *et al.*, 2019), and Witte *et al.* (2025) demonstrate that such patterns systematically erode consumer autonomy and trust in online retailing. Live shopping platforms, where these design features co-exist with genuine community and relational value, are a particularly consequential site for examining how dark patterns interact with – and potentially corrupt – the relational mechanisms CTT theorizes, motivating the present study's ethically grounded approach.

2.2.6 Synthesis and positioning of the present study. Prior live-shopping research has produced valuable descriptive accounts but remains limited in three consequential respects: trust is treated as a single-construct variable rather than a multi-sourced, multi-dimensional phenomenon; platform governance is rarely treated as a formal moderator of relational processes; and studies seldom juxtapose relational benefits with consumer-harm pathways within a unified account. The present research positions live shopping marketplaces as socio-technical systems in which marketplace design, governance structures, streamer behavior and community dynamics co-produce buyer–seller relationships – fostering beneficial relational outcomes and problematic consumption dynamics that prior scholarship has examined only in isolation. Table 1 presents the ten CTT dimensions with operational definitions adapted for live shopping contexts.

3. Research design

This study investigates the commitment-trust factors underpinning buyer–seller relationships in live shopping marketplaces. Given the nascent and digitally mediated nature of this context, an inductive, computationally intensive theory-building approach was adopted

Table 1. Commitment–trust factors and operational definitions.

Commitment–trust theory	Factors	Operational definitions	Sources of the factors
Precursors of relationship commitment and trust	Power	Partner’s ability to influence another, often based on the other’s dependence	Morgan and Hunt (1994)
	Relationship termination costs	Expected losses – financial, reputational or operational – if the relationship ends	
	Relationship benefits	Net advantages of the partnership relative to alternatives, for example, profitability, performance and satisfaction	
	Shared values	Alignment in beliefs about behaviors, goals, policies and ethical standards	
	Communication	Timely and relevant exchange of meaningful information	
Outcomes of relationship commitment and trust	Opportunistic behavior	Self-interest actions that exploit the partner, often deceptively	
	Acquiescence	Willingness to comply with or defer to partner requests or policies	
	Propensity to leave	Perceived likelihood that a partner will terminate the relationship soon	
	Cooperation	Collaborative efforts to achieve mutual goals	
	Functional conflict	Disagreements that, when managed constructively, improve decisions or performance	
	Uncertainty	Lack of information or predictability, limiting confident decision-making	

([Berente et al., 2019](#); [Basu et al., 2025](#); [Abbasi et al., 2019](#)). The design proceeds in three integrated phases: data collection and cleaning; topic modeling and sampling; and thematic analysis. The overall research sequence is illustrated in [Figure 1](#).

3.1 Platform selection

Whatnot was selected as the research context based on three criteria: market significance, relational distinctiveness and theoretical suitability. With projected gross merchandise volume exceeding \$6bn ([Del Rey, 2025](#)), Whatnot represents a substantively important live shopping context. Critically, its community-based architecture – centering direct buyer–seller interaction through live video, chat functionality and immediate purchasing capabilities (e.g. auctions and “buy now” during streams) across collectibles, fashion and trading cards – distinguishes it from influencer-driven platforms (TikTok Shop) and live-streaming extensions of traditional retail (Amazon Live) ([Wang et al., 2024](#); [Gu et al., 2024](#)). These design features create conditions in which trust and commitment are especially salient, making Whatnot a theoretically appropriate site for examining CTT mechanisms. Where platform-specific features may bound the generalizability of findings, this is acknowledged explicitly in Section 6.4.

3.2 Data collection and preprocessing

User-generated reviews were selected as the data source because they provide naturalistic, unobtrusive access to buyers’ expressed experiences of marketplace relationships ([Basu et al., 2025](#)). Unlike interviews or surveys, which are mediated by researcher questioning and

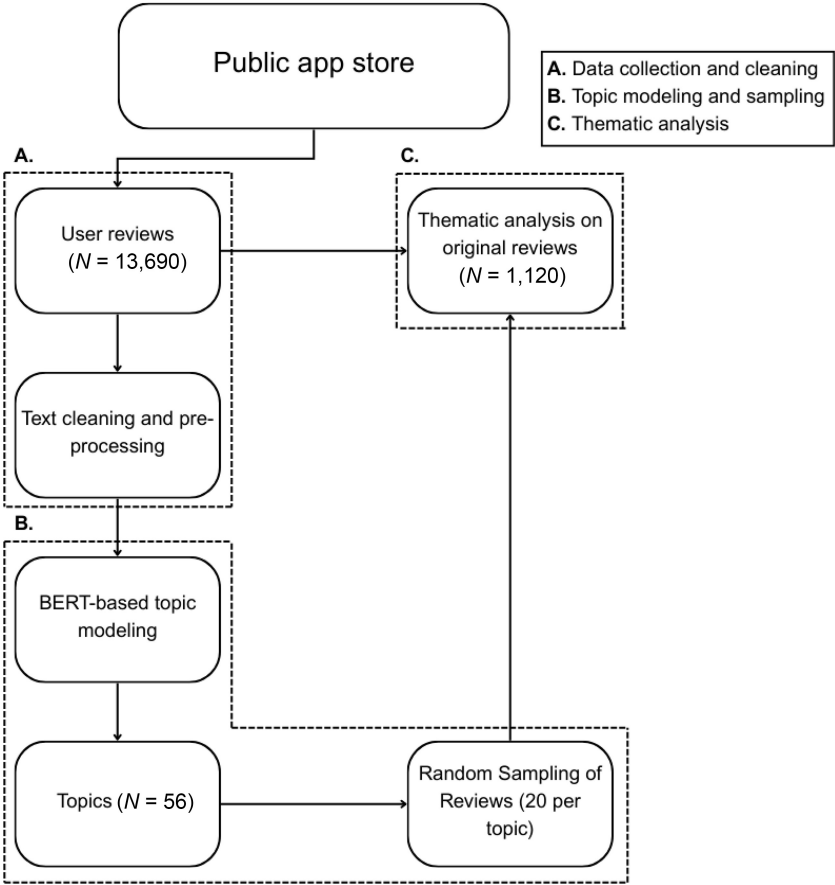


Figure 1. Research sequence diagram

may elicit socially desirable responses, reviews represent spontaneous articulations of user experiences framed by users themselves (Tirunillai and Tellis, 2014). This is particularly appropriate for examining buyer–seller relationships, as reviews often narrate specific interaction episodes, evaluations of seller behavior and expressions of trust or distrust (Villarroel Ordenes et al., 2019). Reviews, thus, offer direct insight into how buyers perceive and evaluate the relational dimensions of marketplace exchanges, aligning with CTT’s focus on subjective assessments of relationship quality.

Data was collected from the Google Play Store using the Python package `google_play_scraper`. All English-language reviews posted between January 2020 and September 10, 2025 were retrieved, yielding an initial corpus of 13,690 reviews. The 2020–2025 timeframe encompasses both pandemic-era online shopping (2020–2021) and the post-pandemic normalization period (2022–2025). Appendix 1 presents sample reviews.

Preprocessing followed established protocols for textual data analysis (Berger et al., 2019). Using Python: duplicate and empty reviews were removed; text was tokenized; special characters and excessive whitespace were eliminated; parts-of-speech filtering with

spaCy was applied to retain nouns, verbs and adjectives (the key meaning-carrying elements); and stop words were removed while retaining contextually significant terms (e.g. “not” was preserved to maintain negation). The cleaned data set comprised 10,159 reviews.

3.3 Topic modeling

In the second phase of the research (Figure 1), an unsupervised Natural Language Processing approach (topic modeling) was used to summarize the textual corpus and extract latent themes from online reviews, which were then mapped to the relevant factors proposed by CTT. The BERT topic model was used because it captures context more effectively than bag-of-words models such as Latent Dirichlet Allocation (Oh *et al.*, 2023). BERTopic is built on BERT embeddings and leverages transformers and attention-based mechanisms. It uses a zero-shot topic-modelling approach using the “facebook/bart-large-mnli” method, a HuggingFace transformer model. In this study, the “paraphrase-all-MiniLM-L6-v2” sentence transformer model produced 56 topics.

To ensure that only sufficiently large and stable topics were retained, the minimum topic size was set to 30 documents – that is, at least 30 individual user reviews per topic. This threshold prevents spurious or idiosyncratic topics and enhances the reliability of subsequent thematic analysis. For interpretability, the ten most representative words for each topic were also extracted and are reported in Appendix 4.

3.4 Sampling strategy

From each of the 56 identified topics, 20 reviews were randomly selected for qualitative analysis, yielding a final sample of 1,120 reviews (Appendix 5). Selection used stratified random sampling using `topic_prob` in Python – the posterior probability that a given document belongs to its assigned topic cluster.

The decision to sample 20 reviews per topic equally, rather than proportionally to topic size, reflects a deliberate methodological choice aligned with the study’s analytic aims. Proportional sampling would over-represent large, potentially generic topics (e.g. general platform satisfaction) while under-representing smaller, substantively distinctive topics that may reveal novel or niche phenomena (e.g. specific trust violations and unique community practices). Equal allocation ensures that the analytic sample captures the full thematic diversity of user experiences, including minority perspectives that might otherwise be obscured (Sandelowski, 1995). This approach prioritizes theoretical coverage over statistical representation, consistent with qualitative research objectives of capturing phenomenon complexity rather than estimating population parameters (Patton, 2015).

4. Data analysis

This study applies thematic analysis to systematically identify patterns within the 1,120 sampled Whatnot reviews (Braun and Clarke, 2006), selected for its flexibility in capturing both emergent patterns and theory-informed constructs in qualitative data (Braun *et al.*, 2016). The analysis combines inductive and deductive procedures following a hybrid approach (Fereday and Muir-Cochrane, 2006). Inductive analysis explored themes emerging directly from the data without reference to a theoretical framework, capturing experiences, community dynamics and dual-role behaviors in live shopping marketplaces. Deductive analysis was guided by CTT, focusing on the antecedents and outcomes of buyer–seller relationship commitment and trust – an approach aligned with contemporary qualitative marketing research practice when analyzing large-scale user-generated data (Venkatesh *et al.*, 2013; Miles *et al.*, 2019).

The two analytical phases served distinct functions. Inductive coding surfaced what users experienced – trust, community belonging and role fluidity – without theoretical imposition. The deductive CTT phase provided the antecedent-outcome architecture needed to explain why those patterns occurred and how marketplace factors moderated their relational consequences. For instance, community policing of seller conduct emerged inductively as a recurring pattern; the CTT lens revealed it as a mechanism through which opportunistic behavior (Theme 4) was collectively suppressed, strengthening cooperation and reducing uncertainty (Theme 5) – a relational pathway that description alone could not account for. The hybrid design thus moves from experiential pattern identification toward relational mechanism explanation.

Analysis proceeded in three stages with the support of NVIVO 14 software. First, repeated reading of each review supported immersion in the data, followed by open coding to identify initial concepts and categories through constant comparison to refine category boundaries and ensure conceptual coherence (Corbin and Strauss, 2015). Second, codes were organized into a codebook (Appendix 3) from which themes were derived through two complementary processes: Themes 1–3 emerged inductively, capturing patterns in buyer–seller interactions, marketplace experience and community dynamics; Themes 4–5 were developed deductively, guided by CTT’s antecedents and outcomes framework (Aronson, 1995; Braun and Clarke, 2006, 2019). Third, theorizing was conducted by interpreting and integrating both theme sets: inductively derived themes surfaced emergent marketplace dynamics independent of CTT, while deductively derived themes mapped these dynamics onto commitment–trust mechanisms. Multiple coding iterations ensured interpretive consistency, culminating in the conceptual framework linking marketplace dynamics with CTT antecedents and outcomes (Corbin and Strauss, 2015). The 56 BERTopic topics were consolidated into the five final themes through iterative coding; a topic-to-theme mapping with representative examples is provided in Appendix 6.

Rigor follows Patton’s (1990) criteria of internal homogeneity and external heterogeneity: codes were assessed for coherence within each theme and for clear distinctions between themes, with sufficient evidence supporting each theme to accurately reflect the underlying data.

4.1 Reflexivity statement

This study was conducted by a marketing scholar with prior experience researching digital platforms, but no personal experience participating in Whatnot marketplace. This observer positioning may orient the analysis toward structural and institutional dynamics over granular consumer practices – a boundary condition acknowledged throughout interpretation. The author holds no affiliation with Whatnot or commercial interests in the live shopping industry. Reflexive analytic memos were maintained throughout to document and revisit assumptions concerning trust, opportunism and consumer vulnerability, enabling critical examination of how researcher positionality might shape interpretation of contested phenomena such as addiction discourse and gambling-like mechanics and ensuring that interpretations remained grounded in the data. To mitigate single-coder bias, peer debriefing was conducted by an independent qualitative researcher. This researcher reviewed the codebook and a random 20% sample of coded reviews (224 reviews). The debriefing led to refinement of one sub-code under Theme 4 (opportunistic behavior), with no major theme changes required.

5. Findings

The findings are organized around five themes:

- (1) dual roles of participants;
- (2) marketplace experience and community;
- (3) trust in live shopping marketplaces;
- (4) antecedents of relationship commitment–trust; and
- (5) outcomes of relationship commitment–trust.

This thematic structure reflects the study’s hybrid inductive–deductive approach. The equal-allocation sampling design – 20 reviews per topic across 56 topics – prioritizes thematic coverage and theoretical saturation over prevalence estimation (Patton, 2015), meaning theme frequency should be interpreted indicatively rather than representatively. Theme 2 (marketplace experience and community) was the most pervasive, appearing across reviews linked to more than 30 topics; Themes 1 and 4 each characterized roughly one-quarter of the sample. Figure 2 presents the conceptual framework linking these themes.

5.1 Dual-role in live shopping marketplace

A central pattern across the data was role fluidity: reviewers described themselves as buyers, sellers, or both (dual-role), with some explicitly narrating a transition “from buyer to seller” over time. Dual-role participation was especially visible in collectibles and niche hobby markets; in more utilitarian categories, participation skewed toward pure buyers. This configuration shaped users’ awareness of both the opportunities and vulnerabilities of the live shopping environment, positioning them as particularly reflexive commentators on marketplace dynamics.

5.1.1 Divergent entry pathways: Platform affordances and motivational asymmetry. Buyers’ entry motivations clustered around experiential consumption – the live-streaming format itself serving as the primary attractor rather than specific product needs:

if you’re looking for fun and to buy what your look for this is the app (R8).

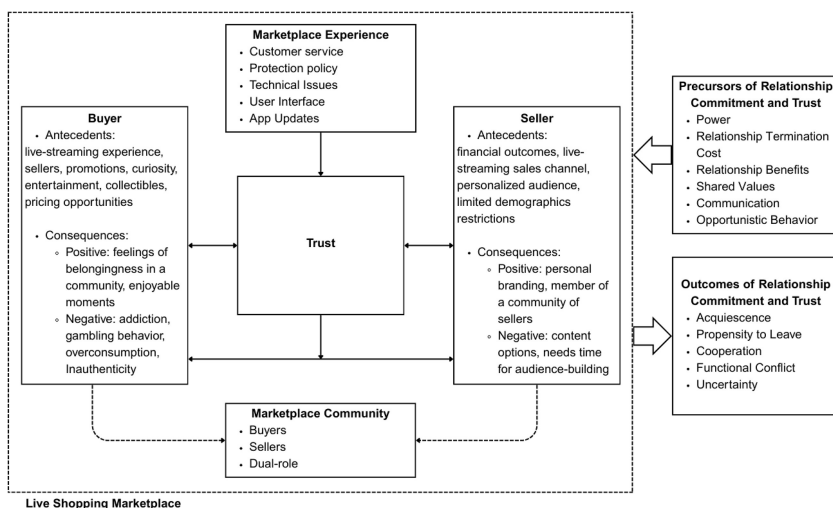


Figure 2. Conceptual framework

Another buyer framed live auctions as a format innovation that re-enchanted routine purchasing:

I love the live bids I think its a refreshing take on shopping (R24).

Sellers, by contrast, articulated instrumental motivations centered on market access and the format's capacity to circumvent traditional retail barriers through real-time product demonstration. This instrumental orientation was most pronounced in high-authenticity categories (collectibles and luxury goods), where live interaction reduces the information asymmetry that typically disadvantages online sellers. In low-involvement categories, motivational statements were more symmetrical, with both parties emphasizing transactional efficiency.

5.1.2 The community-commerce reinforcement loop. The positive consequences of participation reveal a reinforcement loop in which social integration drives continued engagement, which in turn deepens social ties. When users describe the platform as “greatest community I’ve ever been a part of” (R378), they articulate how persistent chat functionality and recurrent seller streams cultivate parasocial interaction that evolves into perceived genuine relationships. Notably, buyers and sellers experience community differently: buyers describe affective belonging, while sellers frame community instrumentally – as a mechanism for customer retention “Great way to build a loyal community!” (R376). Dual-role users’ language vividly featured reciprocity terms (e.g. “give and take” and “support each other”) – a pattern observed consistently in reviews from Topics 4 and 12, where role-hybridity reviewers explicitly linked buying and selling experiences.

5.1.3 The dark side of engagement: Platform-enabled harms. A particularly striking negative pattern is the explicit framing of engagement in addiction discourse, concentrated among mobile app users who also mentioned evening streaming:

Be Careful! It’s Addictive!♥ (R101).

One reviewer elaborated:

Very fun, but very shady. This site feeds off FOMO to make money and anyone not treading carefully can end up spending too much money. There are also a lot of “mystery box” streams that are very blatantly just unregulated gambling. Not a good look at all for a site that isn’t strictly 18+ (R876).

These streams gamify purchasing through randomized outcomes, representing an extreme manifestation of design-amplified vulnerability. Users mentioning mystery boxes tended to express financial regret (see R876 and parallel reviews in Topic 50), indicating a qualitatively distinct risk profile from those discussing standard auctions. For sellers, negative consequences took a different form: “Awesome to buy on but very hard to sell on as a new seller.” (R257). Analysis of seller reviews by tenure suggests that, in this data set, visibility algorithms and reputation systems contribute to winner-take-most dynamics that concentrate engagement among early entrants, creating structural disadvantages for new entrants.

5.1.4 Dual-role participation and trust dynamics. Role experience shapes trust formation in theoretically significant ways. Dual-role users’ trust assessments emphasized systemic platform factors – dispute resolution, enforcement and governance – over individual seller characteristics, because experience as a seller makes visible the platform-level constraints within which any seller operates. This creates a nested trust structure, in which trust in a given seller is partially mediated by assessment of the platform’s capacity to constrain opportunistic behavior – a relational architecture invisible to single-role users.

5.2 Marketplace experience and community

5.2.1 Infrastructure as relationship mediator. The marketplace emerges not as a neutral backdrop but as an active relational infrastructure whose features, policies and technical performance enable or constrain buyer–seller relationships. The intensity of language in negative reviews is particularly revealing:

[...]CUSTOMER SERVICE IS THE WORST. I WAS SHIPPED THE COMPLETE WRONG SHOES AND THEY REFUSE TO REFUND. THEY ALSO DON'T REFUND DAMAGED ITEMS. BEWARE, THEY WILL STEAL YOUR MONEY AGAINST THEIR RETURN POLICY. (R126).

The use of “steal” and “BEWARE” transforms a service complaint into a warning about platform trustworthiness, signaling that users perceive the platform as a fiduciary actor responsible for transactional integrity. Device-specific variation reinforced this dynamic: users reporting technical issues tended to be mobile app users (evident in reviews from Topics 14, 22 and 32), with synchronization failures the most frequently cited frustration:

Buggy. After the last update the timer does not synch properly on any auction, making it impossible to bid. It is perpetually about 2 seconds behind. Please fix this asap (R206).

This matters relationally because mobile users experiencing technical failures during live auctions often described reluctance to return to that seller, even when sellers bore no responsibility. This spillover attribution effect – platform failures partially attributed to sellers by association – demonstrates that relational assessments of human partners are shaped by non-human infrastructure performance.

5.2.2 Community as relational container and informal governance. Community functions as more than rhetorical flourish – it operates as a relational container shaping interaction norms and expectations:

Amazing app. Friendly, fun community of seller's, shoppers and knowledgeable people who are willing and to help. It is like one big party!! (R1086).

A great community of buyers and sellers! (R1093).

The party metaphor is analytically noteworthy: it implies informality, mutual enjoyment and suspended status hierarchies – contrasting sharply with conventional e-commerce discourse of “transactions.” This suggests that live shopping platforms cultivate festival-related commerce: exchange embedded in celebratory sociality. Community discourse varied systematically by category: collectibles communities emphasized shared expertise and mutual authentication (serving risk-reduction functions), while fashion communities emphasized affiliation and emotional support (serving belonging functions).

Beyond affective function, community also operated as an informal governance mechanism. In high-involvement categories, norms around authenticity and grading were actively policed by participants, who warned each other about problematic sellers and amplified trustworthy reputations. Users who explicitly referenced community belonging (Themes 2.2 and 2.3; e.g. “great community” and “one big party,” Topics 18 and 54) consistently described constructive conflict resolution and continued engagement (deductively coded, Theme 5.4.1) – a co-occurrence evident in reviews including R1086 and R1091, indicating relational stickiness that transcends individual transactions. These community dynamics are not independent of CTT antecedents: the same infrastructure that produces belonging and informal governance simultaneously reshapes termination costs, amplifies relationship benefits and moderates opportunistic behavior, linking marketplace experience directly to the antecedent conditions examined in Section 5.4.

5.3 *The role of trust in live shopping marketplaces*

Trust emerged at two distinct but interconnected levels: trust in the marketplace as intermediary and trust in individual buyer–seller relationships. Platform-level trust frequently operated as a prerequisite for dyadic trust, yet the two could diverge – users sometimes trusted specific sellers while remaining skeptical of the platform and vice versa. This dual-object trust structure extends CTT’s dyadic focus to account for the platform as a third relational actor.

5.3.1 Platform trust: *The invisible hand or the invisible fist?* Users actively monitored platform governance as a trust indicator, holding platforms vicariously responsible for seller misconduct:

They do not check their sellers. I was burned by one. The seller locked me out and did not refund my order. I do not recommend this app. (R123).

Beware the customer service for this app is very poor. They do not hold sellers accountable and won’t give refunds even if seller never shipped the item. This has happened to me several times where I have not received my orders and Whatnot will not refund me. Don’t use this app (R137).

Where refunds were denied or delayed, users inferred that the platform tolerated opportunism, prompting exits or warnings to others. Conversely, swift and fair adjudication produced what users described as the platform “having your back,” strengthening perceived trustworthiness even when individual transactions failed. Reviews expressed satisfaction with platform dispute resolution. These users tended to be longer-tenured reviewers who referenced multiple prior resolutions – suggesting that platform trust is experience-calibrated: users who witness consistent intervention develop resilient trust that survives occasional failures.

5.3.2 Seller trust: *The live advantage.* At the dyadic level, trust was grounded in observable seller behavior during streams, prior transaction histories and community reputational signals. One review illustrates three trust-enhancing mechanisms distinctive to live formats:

best comic friend ever met and looks to be binding! most honest seller on WhatNot and his store is all for his family. just got 3 shirts from him. meant to have him sign them but I gotta wear them! his offers and “runs” are outta this human world. packing? a crow bar couldn’t break the seal! LOL. give him a visit on WhatNot. (R621).

This quote reveals: performed authenticity – real-time stream conduct interpreted as evidence of character; transparency enactment – live product inspection reducing information asymmetry beyond what static images permit; and narrative embedding – personal stories creating biographical coherence that invites trust through perceived shared humanity. A portfolio approach to trust emerged among experienced users:

grade A + service. every time I haven’t gotten a product that I purchased 100% of the money was refunded. I trust Whatnot completely. you just need to weed through the streamers to find one right and good for you. (R862).

Here, platform- and seller-level trust are jointly managed – experienced users differentiate between the two, maintaining each through separate assessment processes. A small number of reviewers trusted specific sellers despite skepticism toward the platform, indicating that strong dyadic trust can partially offset weak marketplace trust – but only up to a point. These trust levels are inputs, not endpoints: high trust produced acquiescence and cooperation (Sections 5.5.1 and 5.5.3); eroded trust triggered propensity to leave and heightened uncertainty (Sections 5.5.2 and 5.5.5); and the dual-object trust structure shaped whether

functional conflict reinforced or fractured commitment (Section 5.5.4). The configuration of platform- and seller-level trust, thus, determines which CTT outcomes a relationship moves toward, as the conceptual framework (Figure 2) makes explicit

5.4 Precursors of relationship commitment and trust in live shopping marketplaces

CTT's five antecedents – relationship termination costs, relationship benefits, shared values, communication and opportunistic behavior – are clearly recognizable in the data yet reshaped by live-streaming affordances and platform governance. Social and emotional elements of termination cost, and the public visibility of opportunistic behavior, are particularly salient.

5.4.1 Relationship termination cost. Switching barriers in live shopping extend beyond sunk costs to encompass embedded capital – relational assets that cannot be transferred to alternative platforms. The declaration “I love this app, since I have found this app I haven’t shopped anywhere else” R493, when read alongside collectibles reviewers who described completing multiple collections, reflects not mere habit but active platform capture. Inductive coding placed this statement within the community-commerce reinforcement loop (Theme 1.4), where exclusive-use language repeatedly co-occurred with references to completed collections and non-transferable community ties.

Whatnot is Awesome and whatnot! I have completed quite a few collections and met a ton of really cool people and sellers on here! Such a cool app. (R274).

Termination cost, thus, incorporates loss of community status (recognition in chat), access to trusted curation and the integrity of physical collections. This variation was evident when cross-referencing Theme 4.1 codes with category-specific topics: in collectibles (Topics 3, 13 and 41) termination was framed through collection integrity (R274); in social/hobby categories it centered on community status loss (R378). The intertwining of economic and socio-emotional stakes helps explain why some buyers tolerate repeated negative experiences before exiting.

5.4.2 Relationship benefits: The reciprocity spiral. Relationship benefits extend beyond transactional advantages to include interactional capital: benefits derived from ongoing interaction that cannot be formalized:

been great and made lots great friends on here and get deals (R223).

Participating in live auctions and bidding in real time is genuinely engaging; enhancing the shopping experience is always a worthwhile pursuit. (R34).

Buyers consistently framed preferential treatment as earned through loyalty rather than randomly distributed – a crucial distinction from algorithmic personalization in conventional e-commerce, where benefits appear system-generated rather than relationally negotiated. Reciprocity was reinforced by regular buyers who received better deals, early access or personalized shout-outs, making the relationship feel mutually beneficial and strengthening commitment accordingly. Users mentioning relationship benefits prominently referenced mobile use, consistent with the portability enabling frequent micro-interactions (Topics 0 and 11).

5.4.3 Shared values: Value performance as trust signal. In live shopping, shared values are not merely asserted but also behaviorally performed through live interaction – creating observable evidence of alignment that static profiles cannot replicate:

always a good time on the Beastsquad site. good music, lots of interaction, and great cards and variety. quick delivery, great grading of the slabs. (R63).

A place to get great items. They take care of customers and have pride in their work. Quality people in my eyes (R497).

Buyers actively sought value congruence, using grading transparency, chat moderation conduct and charitable initiatives as value alignment cues. Perceived alignment reduced risk and increased repeat engagement. Reviews described value claims that proved false, with users expressing heightened betrayal precisely because initial alignment had elevated expectations – suggesting that value-based trust violations may be more difficult to repair than competence-based ones.

5.4.4 Communication: The live difference. Real-time, two-way communication during live streams constitutes interactional immediacy – the perception of unmediated seller access that generates relational closeness rapidly:

I love watching the auctions and choppin it up with fellow Funko Pop Finatics. Still has some kinks to work out but overall pretty solid. (R390).

get place to buy and watch streams. make friends and chat. (R674).

The colloquial “choppin it up” signals that chat interaction serves relationship maintenance as much as information exchange. Conversely, delayed or dismissive responses were treated as warning signals – buyers explicitly avoided “rude sellers” who failed to answer questions. The richness of synchronous video and chat provides substantially more interactional data for trust judgments than static e-commerce, magnifying communication quality’s role as a commitment precursor. Critically, communication failures in live contexts carry particular weight precisely because the immediacy of the format generates relational closeness so rapidly.

5.4.5 Opportunistic behavior: Collective detection in transparent environments. Opportunistic behavior – non-disclosure of defects, misleading descriptions and repeated quality problems – appeared across a non-trivial subset of reviews and severely eroded trust:

Some of the vendors don’t disclose everything on the products sold. (R945).

The app is riddled with scammers, and the company who owns the app has repeatedly ruled in favor of keeping proven scammers. Avoid at all costs. (R316).

Had to stop buying from Whatnot. More times than not the pops are damaged and you can’t tell until you receive them or the plastic that’s holds them on the inside is ripped and damaged and not disclosed by sellers. Some good trustworthy sellers also. (R843).

Despite live streaming’s transparency features, the marketplace remains vulnerable to seller misconduct. A key interpretive finding is the collective detection mechanism: users share information about problematic sellers, creating informal reputational systems that supplement formal governance. Equally, the live format enables real-time accountability: sellers who publicly acknowledged mistakes during streams and offered visible remedies could partially restore trust. This public, performative management of opportunism suggests that live shopping can simultaneously exacerbate and mitigate misconduct, depending on how sellers and the platform respond in view of the community.

5.5 Outcomes of relationship commitment and trust

The five CTT outcomes – acquiescence, propensity to leave, cooperation, functional conflict and uncertainty – are consistently evident in the data, with live streaming and community dynamics rendering them visible, sometimes performative, rather than privately calibrated.

5.5.1 Acquiescence. Strong trust and commitment produced high willingness to accept seller guidance – agreeing to alternative products, following release advice, purchasing curated bundles:

Absolutely amazing app, and my favorite seller Head_over_deals has the best created merchandise on the planet. (R243).

Acquiescence was framed as voluntary and relationally grounded – buyers emphasized that trusted sellers “have my back,” interpreting recommendations as interest-aligned. In expertise-intensive categories (comics and collectibles), acquiescence manifested as explicit expert deference; in categories with objective quality standards, it took the form of habitual purchasing. In the live setting, acquiescence is publicly visible to co-present viewers, reinforcing seller reputation and encouraging similar behavior from others – amplifying the commercial impact of trust beyond the individual dyad.

5.5.2 Propensity to leave: Fragility and threshold effects. Trust erosion manifested in both gradual disengagement and dramatic exit performances:

Asked for refund whatnot has never stepped up and the seller @kkcardvault has no communication skills so I will not be using this app moving forward (R135).

At first it was great, but after someone starts hacking your account more than once, I had to delete the app. (R427).

Compounded failures – platform inaction plus seller inadequacy – were particularly potent triggers, illustrating that exit decisions frequently involve dual-level failures. In the live context, exit is sometimes enacted publicly (announcing unfollows in chat), with reputational spillovers beyond the immediate dyad. Reviews described leaving then returning, citing the community and improved conditions as motivations – suggesting that exit is often temporary and conditional rather than permanent, with users maintaining partial commitment that enables re-entry when circumstances improve.

5.5.3 Cooperation: Peer production of relational value. Cooperation extended beyond seller–buyer dyads to encompass peer-to-peer assistance functioning as community-level relationship maintenance:

Whatnot is a nice selling community. people are helpful also if there are problems. Whatnot will help. Their response time is awesome. I like it there. (R1091).

Amazing app. Friendly, fun community of seller’s, shoppers and knowledgeable people who are willing and to help. It is like one big party!! (R1086).

In committed streams, regulars acted as informal co-hosts – greeting newcomers, advising on bidding etiquette and defusing tensions. Cooperation mentions frequently involved mobile users, consistent with the hypothesis that constant chat availability facilitates helping behaviors. Such cooperative practices strengthen relational bonds not only between buyers and sellers but also among buyers themselves, reinforcing commitment to specific communities and, by extension, to the platform.

5.5.4 Functional conflict: Transparent resolution as commitment reinforcement. Conflict was pervasive, but its consequences varied with the underlying trust and commitment level. Committed relationships absorbed conflict when resolution was perceived as fair:

amazing app. but why are the sellers allow to block a buyer when we give honest comments. I bought a speaker from a seller and a piece of it broke so I gave him a 3 star but got blocked[...].

I've bought multiple things from this seller over times. Sellers should not allow to ban people that give honest opinions. (R1048).

I'm addicted. Also as a warning you gotta watch prices because i have found a few of those sellers being rude about their products when asked questions about the products. a note to the sellers you say bid responsibly and respect bids but dont respect your customers. I wont buy from rude sellers and I warn my fam and friends. Thankfully whatnot does work with you if something is wrong. (R1043).

The second review is analytically revealing: the buyer continues platform use while selectively avoiding problematic sellers and warning others – illustrating functional conflict that reshapes relationship portfolios rather than prompting total exit. Reviews describing constructively resolved conflicts shared a common structure: problem identification, public negotiation and visible remedy. This transparent resolution pattern transforms conflict from relationship threat to relationship evidence – users who witness fair resolution may increase commitment through observed fairness. Notably, the seller behavior of blocking buyers who leave critical feedback generated pronounced resentment, undermining the very trust the live format is designed to cultivate.

5.5.5 Uncertainty reduction: Trust as cognitive ease. Trust functioned as an uncertainty-reducing mechanism particularly consequential in live shopping, where purchases are made rapidly and with limited post-purchase recourse. Buyers who trusted both platform and sellers described confidence during bidding and willingness to purchase at higher values:

I pretty much buy everything I need here. Such a great community of people and I'm able to afford great products without leaving my home. Chats are fun and you really get to review your item before bidding on it. I'm addicted! (R1100).

Concrete, observable signals “Freaky Fast Shipping and Extremely Professional. Highly Recommend” (R176) served as decision heuristics, enabling transactional confidence without repeated due diligence. Where such signals were absent or contradictory, buyers hedged (limiting purchases to one-off trials, placing smaller bids) or exited. Uncertainty reduction, thus, enabled risk-taking in the form of higher and more frequent bids, while heightened uncertainty suppressed engagement – a pattern consistent with CTT's theorization of uncertainty as a negative outcome of low trust, here observed as a dynamic that responds directly to the visible performance cues distinctive to live commerce.

6. Discussion

6.1 Theoretical contributions

This study advances three main contributions, with a fourth offered as a tentative proposition, positioning CTT in ways that speak to the distinctive features of live shopping marketplaces. First, the findings suggest that trust operates as a dual-object phenomenon in this live shopping context. Users simultaneously assess the trustworthiness of individual sellers and the platform itself as an intermediary, with each assessment dynamically influencing the other. This extends CTT beyond its original dyadic focus by demonstrating that in multi-sided digital markets, platform-level trust – rooted in credibility, protection policies and community safeguards – functions as both a precursor to and moderator of interpersonal trust. While prior live shopping research has examined streamer characteristics, parasocial interaction and shoppertainment (Gu *et al.*, 2024; Zhang *et al.*, 2025; Chen *et al.*, 2025), the interplay between platform governance and dyadic commitment–trust dynamics has remained largely undertheorized. This finding advances relationship marketing theory by positioning the marketplace as a critical relational agent rather than a neutral transaction conduit, resonating with McKnight *et al.*'s (2002) distinction between institution-based trust

and interpersonal trusting beliefs while extending it to demonstrate how these trust objects interact dynamically in real-time, socially dense environments.

Second, the identification of users' dual roles as both buyers and sellers represents a theoretically meaningful pattern within this data set, with potential implications beyond the immediate context. Participants who occupied both roles demonstrated systematically different trust criteria and relational orientations compared to single-role users. Specifically, dual-role users' trust assessments emphasized systemic factors (platform policies, dispute resolution mechanisms) over individual seller characteristics, reflecting their heightened awareness of how platform governance structures constrain or enable seller behavior. This finding contributes to relationship marketing scholarship by suggesting that role hybridity cultivates more sophisticated mental models of exchange relationships, wherein trust is partially mediated by assessments of the platform's ability to constrain opportunistic behavior (Palmatier *et al.*, 2006). For the broader field of social commerce research, this finding implies that participant role configurations may systematically moderate the effectiveness of relational investments – a contingency that extant variable-centered studies have largely overlooked (Cheng *et al.*, 2025; Zhang *et al.*, 2025).

Third, this study suggests that core CTT antecedents are reshaped by live-streaming affordances in this context. In this setting, relationship termination costs appear to extend beyond monetary sunk costs to encompass embedded capital – community status, chat recognition and collection access that cannot transfer to alternative platforms – illustrating how Cannon and Perreault's (1999) underline relational connector taxonomy can be read in synchronous, community-mediated exchange. Communication as a trust antecedent appears similarly shaped by interactional immediacy: real-time, publicly performed exchange generates relational closeness more rapidly than asynchronous alternatives while making communication failures particularly salient, raising questions for prior treatments of communication quality as a relatively stable construct (Morgan and Hunt, 1994; Mukherjee and Nath, 2007).

Fourth, and offered as a tentative proposition for future research rather than a firm finding: in environments characterized by real-time interaction, entertainment-driven engagement and algorithmic visibility, commitment and trust may benefit from reconceptualization. Where Morgan and Hunt (1994) define commitment as an enduring desire and trust as stable confidence, the present data suggest these constructs may operate as more provisional, performance-sensitive states – continuously calibrated through live, publicly visible interaction rather than accumulated over time. This study tentatively proposes that, in synchronous, entertainment-driven marketplaces, commitment and trust may function as interactionally sustained accomplishments rather than stable relational states, a proposition that resonates with Gummeson's (2017) call for network-sensitive theory development and warrants longitudinal investigation.

6.2 Practical implications

This study offers strategic guidance for three stakeholder groups. Recommendations are grounded in lived user experience and reflect the governance trade-offs inherent in platform design decisions (Abbasi *et al.*, 2019). For platform managers, trust in the marketplace itself – not merely in individual sellers – emerges as a central driver of sustained participation. Investment in dispute resolution transparency and seller verification should be treated as trust-signaling opportunities, not compliance functions. The evidence that users who witness consistent platform intervention develop more resilient trust that survives occasional failures indicates that making resolution processes visible – through published complaint metrics, enforcement transparency or community governance dashboards – can convert back-office

operations into competitive relational assets. Additionally, the finding that mobile app users experienced technical failures, which were associated with a decline in sellers' likelihood of receiving returns even when the sellers bore no responsibility, highlights platform reliability as a relational variable rather than merely a technical one. Operational investment should prioritize mobile synchronization and streaming stability accordingly. Whatnot's strategic differentiation within an increasingly competitive landscape lies in its relational density; governance investments that protect community ties will retain users whose embedded capital – community status, collection integrity and trusted seller relationships – cannot be transferred to rivals. More specific design proposals in this section – including community governance dashboards and opt-out purchase velocity controls – represent directional propositions beyond what the review data directly evidence and should be treated as hypotheses warranting empirical evaluation before implementation.

For sellers, the findings identify three trust-building mechanisms distinctive to live formats: performed authenticity (consistent, enthusiastic stream conduct interpreted as evidence of character), transparency enactment (real-time product inspection that reduces information asymmetry beyond what static images permit) and narrative embedding (personal stories that create biographical coherence inviting trust through perceived shared humanity). Given that communication functions as a hygiene factor – its absence guarantees dissatisfaction – sellers should prioritize responsiveness in chat, particularly on product condition and authenticity, as these interactions directly reduce uncertainty. The public, real-time nature of live commerce also enables accountability performances: sellers who acknowledge mistakes during streams and offer visible remedies can partially restore trust, transforming conflict into commitment reinforcement. The practice of blocking buyers who leave critical feedback – documented in the data as generating pronounced resentment – is counterproductive and should be avoided. New sellers should expect asymmetric entry conditions and focus on building dense communities of regulars through personalized interaction rather than maximizing immediate reach.

For policymakers and regulators, the identification of explicit addiction discourse, FOMO manipulation and gambling-like mechanics through mystery boxes indicates that live shopping platforms are sites of genuine consumer vulnerability, not merely entertainment. The finding that users mentioning mystery boxes also expressed financial regret, compared with those discussing standard auctions, indicates that uncertainty-based selling formats generate qualitatively different harm profiles. Regulatory consideration should extend to: age-gating for streams incorporating chance-based mechanics with mandatory odds disclosure; opt-out purchase velocity limits analogous to deposit limits mandated for online gambling; and standardized dispute-resolution timelines with transparent escalation pathways. These recommendations align with emerging frameworks such as the EU Digital Services Act and would reduce harm while preserving the legitimate relational commerce this research also documents.

6.3 *Ethical and societal implications*

The findings raise questions about the design and governance of live shopping platforms that extend beyond commercial strategy. The analysis confirms that these marketplaces can foster genuine community, friendship and mutual support – outcomes with clear consumer welfare benefits – but it also reveals systematic patterns of harm that demand scholarly and regulatory attention.

Addiction mentions appeared primarily among mobile users and evening streamers, while engagement with mystery boxes was associated with financial regret in a substantial portion of mentions. These patterns align with the literature on compulsive buying (Faber and

Table 2. Future research directions in buyer-seller relationships within live shopping marketplaces

Research area/theme	Observed insight from current study	Future research question/direction	Potential methodological approach
Commitment-trust theory in live contexts	Commitment appears more provisional and performance-sensitive than original CTT specifics; trust is dynamically calibrated in real time	How does the live, synchronous, entertainment-focused nature of this context transform the definitions of “commitment” and “trust”? Does commitment become more conditional when continuously evaluated through performance? How does witnessed behavior affect trust formation?	Longitudinal ethnographic observation of streamer-viewer interactions; repeated interviews tracking relationship trajectories; experience sampling during live streams
Platform governance and multi-sided dynamics	Marketplace functions as a trust intermediary; platform failures attributed to sellers by association; dual-role users develop sophisticated trust assessments	How do specific governance mechanisms (reputation systems, dispute resolution, algorithmic visibility and fee structures) moderate CTT antecedent-outcome relationships? What are distinctive dynamics of multi-sided platforms where users occupy multiple roles? How do network effects operate in live commerce communities?	Comparative case studies of platforms with contrasting governance models; natural experiments following governance changes; social network analysis of community structures
Consumer vulnerability and dark patterns	Explicit user reports of addiction, FOMO exploitation and unregulated gambling mechanics; users mentioning mystery boxes expressed financial regret	What are the prevalence and severity of compulsive buying in live shopping? How do platform design features (mystery boxes, countdown timers and social pressure) exploit cognitive biases among vulnerable populations (youth, compulsive buyers and financially constrained households)? What regulatory interventions would effectively constrain harmful patterns?	Large-scale prevalence surveys; in-depth interviews with vulnerable users; experimental testing of design feature effects; interdisciplinary collaboration with consumer policy and legal scholars
Cross-cultural dynamics	Findings based on English-language reviews from predominantly Western users; live shopping is massively prevalent in Asian markets	Do identified relational mechanisms hold in Asian markets where live shopping is structurally embedded in social media and super-apps? How do cultural variations in collectivism, uncertainty avoidance and communication norms shape trust and commitment expression? How do different regulatory environments affect acceptance of chance-based mechanics?	Cross-cultural comparative studies using parallel data collection across multiple countries; culturally adapted measurement instruments; collaboration with international research teams

(continued)



Table 2. Continued

Research area/theme	Observed insight from current study	Future research question/direction	Potential methodological approach
Temporal dynamics and relationship evolution	Cross-sectional data captures relational states at single points; users describe relationship development (“from buyer to seller”)	How do buyer–seller relationships evolve over time? What are critical junctures where relationships intensify or fracture? How does accumulation of interactional capital modify CTT mechanism operation? How do users navigate the transition from novice to experienced participant?	Longitudinal diary studies; repeated interviews over 12–24 months; platform trace data analysis tracking interaction sequences, purchase patterns and community participation
Emerging technologies and relational outcomes	Platform features shape relational possibilities; device-based variation in experience	What role do emerging technologies (AI recommendations, AR/VR try-on and algorithmic curation) play in shaping trust and commitment? How do they interact with human relational processes? Can AI detect emerging trust issues in real time?	Design science research; experimental manipulation of feature availability; platform collaboration for A/B testing; machine learning analysis of interaction patterns

O'Guinn, 1992) and platform dark patterns (Witte *et al.*, 2025): interface designs that exploit cognitive biases to increase spending at the expense of user welfare. The “mystery box” mechanic, in particular, blurs the boundary between entertainment and gambling – users themselves describe it in precisely these terms – raising questions about whether existing consumer protection regimes adequately address this emerging grey zone.

The social architecture of live streams amplifies both benefits and harms. Risky behaviors – chasing losses in mystery boxes, competitive bidding wars – occur in front of an audience that may normalize and socially reinforce them, distinguishing live shopping from solitary e-commerce in ways that complicate straightforward consumer sovereignty arguments. That some users simultaneously recognized these risks and remained susceptible to them indicates awareness and vulnerability coexist – a finding that places ethical responsibility squarely on platform design choices rather than individual consumer behavior alone. Platforms that architecturally enable and profit from these engagement patterns cannot defensibly claim that users bear sole responsibility for resulting harms.

6.4 Limitations and future research agendas

Three principal limitations bound the present findings. First, the data derive from a single English-language platform – Whatnot – whose community-based, collectibles-focused architecture may reflect dynamics not generalizable to platforms structured around influencer-driven discovery (e.g. TikTok Shop) or algorithmic mass-market retail (e.g. Amazon Live) or to the Asian markets where live shopping operates at considerably larger scale. Cross-cultural validation is particularly urgent, given that relational norms, communication styles and attitudes toward chance-based mechanics may differ substantially from the Western contexts reflected here. Second, qualitative theme development relied on a single primary coder. Future studies should use multiple coders with intercoder reliability assessment. Third, the review data provide cross-sectional snapshots of relational states rather than longitudinal trajectories; this study cannot directly track how commitment and trust evolve, fracture or recover over time. Fourth, app store reviews carry inherent epistemological constraints: they are brief, unsolicited and predominantly written at moments of salient experience – satisfaction peaks or frustration troughs – rather than as reflective relational accounts (Tirunillai and Tellis, 2014). Addressed to other consumers rather than researchers, they foreground salience over nuance. These characteristics make reviews ecologically valid as naturalistic data but unsuited to the full interpretive depth that interviews or longitudinal methods would permit; accordingly, the findings should be interpreted as context-bound and indicative rather than exhaustive accounts of buyer–seller relationships.

Three research directions follow most directly from these limitations and from this study's core theoretical findings. The most theoretically pressing concerns the reconceptualization of commitment and trust in synchronous, entertainment-driven contexts: future research should investigate whether commitment becomes more provisional and performance-sensitive than Morgan and Hunt (1994) “enduring desire” formulation implies and how the visibility of others' trust behaviors – conflict resolution, community sanctions – shapes individual trust formation vicariously. Longitudinal ethnographic observation of streamer–viewer interactions and repeated interviews tracking relationship trajectories are methodologically indicated. The most urgent applied direction concerns consumer vulnerability: the prevalence and severity of compulsive buying in live shopping, the design features that moderate these outcomes and the regulatory interventions that would effectively constrain harmful patterns without eliminating the positive relational benefits documented here require interdisciplinary investigation combining large-scale surveys, in-depth

qualitative work with vulnerable populations and legal-policy scholarship. Finally, cross-platform comparative research – particularly including Asian live commerce ecosystems such as Taobao Live and Shopee Live – is needed to assess whether the dual-object trust structure, embedded capital mechanisms and community governance dynamics identified here generalize or reflect platform-specific and culturally specific conditions.

Extended future research directions – including temporal dynamics, emerging technology effects and platform governance mechanisms – are presented (Table 2) for readers wishing to pursue these lines of inquiry.

7. Conclusion

This study investigated buyer–seller relationships in live shopping marketplaces through hybrid qualitative–computational analysis of Whatnot user reviews, using CTT as an organizing framework. The findings extend CTT by revealing trust as a dual-object phenomenon encompassing both interpersonal and platform-level dimensions, while identifying embedded capital and interactional immediacy as constructs specific to synchronous digital exchange. Critically, the analysis also surfaces serious ethical concerns: explicit user reports of addiction, FOMO exploitation and unregulated gambling mechanics through mystery boxes indicate that live shopping platforms are sites of both genuine community and systematic consumer vulnerability. These findings carry implications for platform governance, seller practice and regulatory oversight, demanding that relational benefits be pursued without legitimizing design choices that produce harm. Methodologically, this study demonstrates the utility of combining computational text analysis with qualitative interpretation for theory development in emerging digital contexts. As live commerce evolves, this research provides a foundation for future work at the intersection of relationship marketing, platform governance and consumer welfare.

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Appendix 1

**Whatnot: Shop, Sell, Connect**

Ratings and reviews

**Tamara Volk-Pace**

★★★★★ August 30, 2025

I absolutely love the fact that I have won so many free products and perfumes that I would never have the opportunity to try, I have gotten albums that I wanted for \$2, jewelry for under \$5, and an 8lb box of Reese's cups for \$2.50! But, when there is an issue, there is not always anyone who can solve it. I made a purchase and won an auction and givvy and I have never received any of them. I asked for help and over a month later, I still do not have any help.

83 people found this review helpful

**David Loewenstein**

★☆☆☆☆ September 14, 2025

Fraudulent site. I made 2 purchases to get entry into a giveaway. Told to reboot app. When I try to enter the giveaway it says I needed to make a purchase to be eligible and bounced me to a page to buy another item. When I contact "Support" Im told I was "frozen" due to too me entering multiple giveaways and the "system" thinks Im a bot. Funny how it wanted me to give more money to be eligible but not actually frozen. I paid \$100 for 2 sleeves of balls. Not boxes. Sleeves. Didn't get my entries!

Did you find this helpful?

**Savannah B**

★★★★★ July 21, 2025

To start, I liked that most of the time when you start watching someone's live they have a list of everything they're selling. So that helps you choose to stay watching their live sells or not. But I don't like that the items may seem cheaper, but the shipping cost is often times more than the the cost of what you want to buy. For example, a \$6 item may have a \$9 shipping fee. But there are some shops that offer free shipping. So just beware of that when wanting to bid on items.

214 people found this review helpful

Did you find this helpful?

**Matt Snarfsnarf**

★★☆☆☆ June 25, 2025

The app works well and it runs pretty smooth. More clarification on shipping and shipping cost is all over the place and getting more expensive. Some sellers say free, then your paying shipping, b/c it's free after you win 6 auctions. Showing total cost on purchase tab. New update took away purchase tab with in the auction so you can't see what you bought during the auction, only shows sold tab. As a seller it would be nice to be able to see names of who is watching your stream.

Figure A1. Sample reviews on Whatnot from Google play store

Table A1. Selected studies on live shopping marketplaces

Studies	Focus	Theoretical frameworks	Methodology
Chen et al. (2025)	How live-streaming affects pricing strategies for strategic customers	Two-period pricing model; strategic customer behavior	Analytical modeling and theoretical simulations
Chen et al. (2025)	How nonverbal cues (gestures, facial expressions) influence sales	Signaling theory; social perception theory	Machine learning-enhanced multimodal analysis of livestream segments
Chen et al. (2025)	How brand owners select live streaming channel strategies	Influencer marketing dynamics; channel strategy effects	Analytical evaluation of self, influencer and hybrid LS strategies
Chen et al. (2025)	How e-tailers choose streaming modes and return-freight insurance	Two-stage game-theoretic model; pricing and commission interactions	Analytical game-theoretic modeling of streaming modes and RI strategies
Chen et al. (2025)	How merchants choose between traditional and live e-commerce	Game-theoretic model; streamer bargaining power	Analytical modeling of sales model selection and profit distribution
Cheng et al. (2025)	How streamer types make product selection decisions	Game-theoretic model; streamer type and fan trust	Analytical modeling of streamer product selection strategies
Gao et al. (2025)	How virtual streamer coolness influences purchase intention	Stereotype content model	Empirical survey and multi-group analysis
Gu et al. (2024)	How “shoppertainment” balances entertainment and product information	Conceptual shoppertainment model	Analytical modeling of streamer and manufacturer strategies
Hao (2025)	How overload and fatigue inhibit adoption of live streaming	Stressor–Strain–Outcome (SSO)	Analytical modeling of overload, fatigue and channel preference
Hou et al. (2024)	How parasocial relationships affect virtual gift purchase	Parasocial relationship theory; cognitive absorption	Survey analysis using SEM and neural networks
Ji et al. (2023)	How anchor/product attractiveness affects attention and purchase	Interpersonal attraction theory; selective attention; self-image congruence	Eye-tracking experiment with moderation analysis
Li et al. (2024)	How social presence influences purchase intention	Social presence theory; consumer experience and loneliness	Survey data analyzed with PLS-SEM
Liu et al. (2025)	How multicommuting affects customer engagement	Multicommuting theory; social presence; information overload	Survey analyzed with SEM
Luo et al. (2024)	How streamer/product signals affect impulsive buying	Signaling theory; social exchange theory	Survey analyzed with PLS-SEM
Luo et al. (2025)	How social stimuli influence impulsive buying, moderated by gender	Stimulus–Organism–Response (S-O-R)	Survey analyzed with PLS-SEM and multiple-group analysis
Ma et al. (2025)	AI-based product selection in live streaming	Large-scale group decision-making; AI-based sentiment analysis	Online review analysis with AI and case studies

(continued)

Table A1. Continued

Studies	Focus	Theoretical frameworks	Methodology
Na et al. (2025)	How virtual streamer characteristics influence purchase intention	Source credibility theory; S-O-R	Survey analyzed with mediation and fsQCA
Pacheco et al. (2025)	Drivers of impulsive buying among Gen Z	Stimulus–Organism–Response (S-O-R)	Survey analysis with mediating and moderating effects
Pei et al. (2025)	How influencer-focused barrages affect review effectiveness	User-generated content; social influence	Barrage content analysis and experimental validation
Shi et al. (2025)	How atmospheric cues influence impulsive buying via social presence	Stimulus–Organism–Response (S-O-R)	Survey analyzed using structural modeling
Wang and Guo (2026)	Consumer engagement in live-stream shopping	ISSM; perceived value, satisfaction, trust	Mixed-method: focus groups and survey with SmartPLS
Wang and Tai (2025)	Blockchain to mitigate false advertising in live streaming	Tripartite stochastic evolutionary game	Analytical modeling of platform, merchant and consumer strategies
Xiao et al. (2025)	Compensation design to incentivize truthful streamer behavior	Analytical framework; streamer incentives	Mathematical modeling of commission structures
Xie and Desouza (2025)	How anthropomorphic virtual influencers affect engagement	Groundedness theory	Exploratory qualitative study using interviews
Xu and Liang (2025)	How product presentation duration affects livestream efficiency	Signaling theory	Empirical analysis with fixed-effect models and LLM-based speech analysis
Xu et al. (2023)	Effects of live versus static product presentation on purchase intention	Regulatory focus theory	PLS analysis with survey data
Yu et al. (2025)	How manufacturers adopt live-streaming channels under competition	Game-theoretic model	Analytical modeling comparing adoption scenarios
Zhang et al. (2026)	How AI–human collaboration types affect engagement	Uses and gratifications theory	Empirical studies testing collaboration mechanisms and moderation
Zhang et al. (2025)	Explainable multimodal AI framework for forecasting and segmentation	Multimodal fusion; Cultural variation	AI-based predictive modeling integrating TFT, BERT and CLIP
Zhang et al. (2025)	How streamer narrative styles affect purchase intention	Flow theory	Mixed-methods: qualitative categorization and quantitative testing
Zhang et al. (2025)	How information interaction and deceptive promotion affect product quality decisions	Consumer utility and brand profit modeling	Two-period analytical model optimizing live-streaming strategies
Present study	How live shopping marketplaces affect buyer–seller relationships and trust	Commitment–trust theory	Text mining of user reviews in live streaming marketplace combined with hybrid thematic analysis

Table A2. Codebook

Code/sub-code	Code type	Definition	Illustrative example
Theme 1: Dual-role participation in live shopping marketplaces [Inductive]			
1.1 Buyer entry motivations	Inductive	Reasons cited by buyers for joining the platform, spanning hedonic (entertainment, novelty) and utilitarian (deal-seeking, product access) drivers	“if you’re looking for fun and to buy what your look for this is the app” (R8)
1.2 Seller entry motivations	Inductive	Instrumental reasons articulated by sellers for participating, including market access, reduced platform barriers and income generation	“I make good passive income flipping collectibles here” (R267)
1.3 Role transition: buyer to seller	Inductive	Accounts of users narrating a shift from sole buyer to active seller, often prompted by community familiarity and product knowledge	“..I’m a buyer and a seller”; “I love this app I buy and I sell..” (R242; R89)
1.4 Community–commerce reinforcement loop	Inductive	The self-reinforcing dynamic in which social integration drives continued platform engagement, which in turn deepens relational ties and purchase frequency	“greatest community I’ve ever been a part of” (R378); “Great way to build a loyal community!” (R376)
1.5 Addiction and compulsive engagement	Inductive	Explicit user acknowledgements of habit-forming or loss-of-control behavior in relation to platform use, including financial overspending	“Be Careful! It’s Addictive!” (R101); “I spend way too much money here” (R801)
1.6 New seller structural disadvantage	Inductive	Experiences of asymmetric visibility and access faced by newer sellers because of algorithmic and reputational dynamics favoring established streamers	“Awesome to buy on but very hard to sell on as a new seller” (R257)
Theme 2: Marketplace experience and community [Inductive]			
2.1 Platform as relational infrastructure	Inductive	Perceptions of the marketplace as an active agent that enables or constrains buyer–seller relationships through its design, policies and technical performance	“WHATNOT CUSTOMER SERVICE IS THE WORST ... THEY WILL STEAL YOUR MONEY” (R126)
2.1.1 Positive platform experience	Inductive	Reviews affirming smooth functionality, user-friendly interface and overall satisfaction with platform operations	“Safe and convenient to use” (R1); “great UI and easy to navigate” (R1033)
2.1.2 Technical failures and performance issues	Inductive	Reports of app crashes, bid timer desynchronization, streaming glitches and update-related disruptions that impede participation	“the timer does not synch properly ... making it impossible to bid” (R206)
2.1.3 Customer service and dispute resolution	Inductive	Evaluations of the platform’s responsiveness to complaints, refund processing and accountability enforcement	“every time I haven’t gotten a product that I purchased 100% of the money was refunded. I trust Whatnot completely” (R862); “Terrible customer service” (R1061)

(continued)

Table A2. Continued

Code/sub-code	Code type	Definition	Illustrative example
2.2 Community belonging and social integration	Inductive	Expressions of affective attachment to the platform community, including shared identity, camaraderie and informal social norms	“It is like one big party!!” (R1086); “great community, especially the magic scene” (R364)
2.3 Community as informal governance	Inductive	Instances where community members actively policed norms, warned peers about problematic sellers and amplified or suppressed reputations	“To many scammers on this app that’s hurting the community” (R318); warnings shared among buyers (R307–R315)
Theme 3: The role of trust in live shopping marketplaces [Inductive]			
3.1 Platform-level trust	Inductive	Confidence in the marketplace’s integrity, fairness and capacity to protect participants through governance, dispute resolution and seller oversight	“I trust Whatnot completely” (R862); “They do not hold sellers accountable” (R137)
3.1.1 Trust in platform governance	Inductive	Positive assessments of the platform’s enforcement, protection policies and overall structural reliability	“Whatnot does work with you if something is wrong” (R1043); “whatnot has great policies to protect buyer and seller” (R352)
3.1.2 Platform accountability failure	Inductive	Perceptions that the marketplace tolerates or enables seller misconduct, resulting in loss of institutional trust	“The app is riddled with scammers, and the company ... ruled in favor of keeping proven scammers” (R316)
3.2 Seller-level trust	Inductive	Confidence in individual seller reliability, honesty and competence, formed through live-stream observation and transaction history	“most honest seller on WhatNot and his store is all for his family” (R621)
3.2.1 Performed authenticity	Inductive	Consistent, personally expressive stream conduct interpreted by viewers as evidence of genuine character and reliability	“most honest seller on WhatNot ... his offers are outta this human world” (R621)
3.2.2 Transparency enactment	Inductive	Real-time product inspection and full disclosure during live streams that reduce informational asymmetry beyond what static listings permit	“always a good time ... great grading of the slabs” (R63)
3.2.3 Narrative embedding	Inductive	Personal stories shared by sellers during streams that create biographical coherence and invite trust through perceived shared humanity	“his store is all for his family” – biographical framing (R621)
3.3 Dual-object trust management	Inductive	Simultaneous, independent calibration of trust in the platform and in individual sellers, where each assessment may diverge and partially compensate for the other	“you just need to weed through the streamers to find one right and good for you” (R862)
Theme 4: Antecedents of relationship commitment and trust [Deductive – CTT]			
4.1 Relationship termination costs	Deductive	Anticipated losses – financial, social and collection-related – associated with leaving the platform or a specific seller relationship	“I love this app, since I have found this app I haven’t shopped anywhere else” (R493)

(continued)

Table A2. Continued

Code/sub-code	Code type	Definition	Illustrative example
4.1.1 Collection integrity as switching barrier	Deductive	The perceived cost of losing access to trusted curation and completing collections as a driver of platform retention	"I have completed quite a few collections and met a ton of really cool people" (R274)
4.1.2 Community status and recognition loss	Deductive	Loss of social standing, chat recognition and peer relationships that would result from exiting the platform	Regular buyers citing community friendships as reasons for staying despite negative experiences (R223; R274)
4.2 Relationship benefits	Deductive	Perceived net advantages of the buyer–seller relationship, including transactional gains, preferential treatment and relational capital	"been great and made lots great friends on here and get deals" (R223)
4.2.1 Transactional benefits	Deductive	Concrete economic advantages such as competitive pricing, exclusive deals and fast shipping relative to alternatives	"great items put on and all have very fast shipping" (R180); "great deals every day" (R227)
4.2.2 Interactional and relational benefits	Deductive	Non-monetary benefits from ongoing interaction, including friendship, community belonging and personalized seller engagement	"Participating in live auctions and bidding in real time is genuinely engaging" (R34)
4.2.3 Preferential treatment and reciprocity	Deductive	Buyers receiving better deals, early access or personalized shout-outs perceived as earned through demonstrated loyalty	"been great and made lots great friends on here and get deals" (R223) — ongoing engagement yielding both social and transactional reciprocal benefits
4.3 Shared values	Deductive	Perceived alignment between buyer and seller in beliefs, conduct, ethical standards and goals, as observable through live stream behavior	"They take care of customers and have pride in their work. Quality people in my eyes" (R497)
4.3.1 Value alignment cues	Deductive	Signals used by buyers to infer value congruence, including grading transparency, chat moderation conduct and charitable initiatives	"lots of interaction, and great cards and variety ... great grading of the slabs" (R63)
4.3.2 Value violation and betrayal	Deductive	Perceived deception where initial alignment had elevated expectations, resulting in heightened trust damage	"Some of the vendors don't disclose everything on the products sold" (R945)
4.4 Communication	Deductive	Timely and meaningful information exchange between buyers and sellers enabled by live-streaming's synchronous, two-way format	"I love watching the auctions and choppin it up with fellow Funko Pop Finatics" (R390)
4.4.1 Interactional immediacy (live advantage)	Deductive	The perception of unmediated access to sellers in real time that generates relational closeness rapidly and signals trustworthiness	"get place to buy and watch streams. make friends and chat" (R674)
4.4.2 Communication failure and rude conduct	Deductive	Instances of delayed, dismissive or absent responses by sellers or the platform that signal unreliability and erode trust	"I won't buy from rude sellers"; "the seller ... has no communication skills" (R1043; R135)
4.5 Opportunistic behavior	Deductive	Self-serving actions by sellers or the platform that exploit participants, often through deception or inadequate disclosure	"App is riddled with scammers ... Avoid at all costs" (R316)

(continued)

Table A2. Continued

Code/sub-code	Code type	Definition	Illustrative example
4.5.1 Non-disclosure of defects and misrepresentation	Deductive	Seller failure to reveal product flaws, resealed packaging or inauthentic items during live streams	“the pops are damaged and you can’t tell until you receive them ... not disclosed by sellers” (R843)
4.5.2 Mystery box and gambling-like mechanics	Deductive	Platform-sanctioned chance-based selling formats that exploit FOMO and uncertainty, amplifying financial risk for buyers	“mystery box streams that are very blatantly just unregulated gambling” (R876)
4.5.3 Platform complicity in seller misconduct	Deductive	Buyer perceptions that the marketplace protects or retains dishonest sellers, attributing systemic opportunism to the platform	“the company ... repeatedly ruled in favor of keeping proven scammers” (R316)
Theme 5: Outcomes of relationship commitment and trust [Deductive – CTT]			
5.1 Acquiescence	Deductive	Willingness to comply with or defer to seller recommendations, platform policies or curated bundles, based on trust and commitment	“my favorite seller Head_over_deals has the best created merchandise on the planet” (R243)
5.1.1 Expert deference	Deductive	Buyers actively accepting seller judgements on product quality, grading or authenticity in expertise-intensive categories	Buyers following trusted sellers’ grading calls and pricing in collectibles streams (R63; R243)
5.1.2 Habitual purchasing	Deductive	Repeated buying from the same seller without deliberate evaluation, reflecting relationship-based loyalty over systematic comparison	“I pretty much buy everything I need here” (R1100); “since I found this app I haven’t shopped anywhere else” (R493)
5.2 Propensity to leave	Deductive	Perceived likelihood of terminating the buyer–seller relationship or leaving the platform, expressed as intent, threat or accomplished exit	“I will not be using this app moving forward” (R135)
5.2.1 Gradual disengagement	Deductive	Slow reduction in engagement frequency or spending, often following repeated minor disappointments	“Had to stop buying from Whatnot. More times than not the pops are damaged” (R843)
5.2.2 Dramatic or public exit	Deductive	Abrupt, often publicly announced platform departure following a critical trust-eroding incident	“I had to delete the app”; public announcements of unfollowing in chat (R427)
5.2.3 Conditional or temporary exit	Deductive	Users who leave the platform but return when conditions improve, maintaining partial commitment that enables re-entry	Reviewer reports mounting stream bugs, continues conditionally, then self-edits: “whatnot has been working great, all issues I had before are all fixed” (R651)
5.3 Cooperation	Deductive	Collaborative behaviors by buyers and sellers directed at mutual goal achievement, including peer-to-peer assistance within the community	“people are helpful also if there are problems” (R1091)
5.3.1 Buyer–seller cooperative behavior	Deductive	Instances of coordinated action between buyers and sellers to resolve issues, negotiate terms or provide mutual support	“people are helpful also if there are problems. Whatnot will help. Their response time is awesome” (R1091)

(continued)

Table A2. Continued

Code/sub-code	Code type	Definition	Illustrative example
5.3.2 Peer-to-peer community assistance	Deductive	Buyers help other buyers by greeting newcomers, advising on bidding etiquette or sharing information about sellers	“Friendly, fun community of seller’s, shoppers and knowledgeable people who are willing ... to help. It is like one big party!!” (R1086)
5.4 Functional conflict	Deductive	Disagreements between buyers and sellers (or with the platform) that, when managed constructively, reinforce relationship commitment through demonstrated fairness	“why are the sellers allow to block a buyer when we give honest comments” (R1048)
5.4.1 Constructive conflict resolution	Deductive	Disputes resolved visibly and fairly, strengthening commitment among parties who witness or experience equitable remediation	“Thankfully whatnot does work with you if something is wrong” (R1043)
5.4.2 Destructive conflict and relationship exit	Deductive	Unresolved or mishandled disputes that deepen dissatisfaction and accelerate disengagement or platform departure	Sellers blocking buyers who leave critical feedback; users abandoning the app after unresolved refund disputes (R1048; R135)
5.5 Uncertainty	Deductive	Lack of information or predictability that constrains confident decision-making; trust functions as the primary mechanism for reducing uncertainty in rapid live-auction contexts	“Chats are fun and you really get to review your item before bidding on it” (R1100)
5.5.1 Trust as uncertainty reduction	Deductive	High trust enabling confident, higher-value bidding by removing the need for repeated due diligence on seller reliability	“Freaky Fast Shipping and Extremely Professional. Highly Recommend” (R176)
5.5.2 Heightened uncertainty and suppressed engagement	Deductive	Low trust leading to hedging strategies (trial purchases, smaller bids) or complete withdrawal from the platform	“installed as I just got into Pokemon ... too many reviews about scammers ... no thanks” (R708)

Appendix 4

Table A3. Topics resulted using topic modeling in 13,690 reviews

Topic	Keywords
Topic 0	["love", "far", "fun", "awesome", "easy", "great", "easy use", "good", "love love", "amazing"]
Topic 1	["auction", "live auction", "live", "bid", "bidding", "auction site", "great auction", "auction great", "site", "great"]
Topic 2	["number", "phone number", "phone", "code", "verify", "verify phone", "verification", "send", "say", "ask"]
Topic 3	["card", "sport", "sport card", "pokemon", "pokemon card", "trading card", "trading", "good", "place", "buy"]
Topic 4	["sell", "buy sell", "buy", "sell buy", "selling", "easy", "buying", "stuff", "great buy", "sell love"]
Topic 5	["addictive", "addict", "addicted", "lol", "addiction", "love", "addicting", "fun", "deal", "great deal"]
Topic 6	["refund", "item", "return", "customer", "customer service", "service", "order", "receive", "ship", "seller"]
Topic 7	["credit", "payment", "card", "charge", "referral", "bank", "link", "method", "credit card", "account"]
Topic 8	["fast", "shipping", "delivery", "ship", "package", "thank", "packaging", "great", "arrive", "quick"]
Topic 9	["platform", "great platform", "platform buy", "selling", "sell", "platform great", "great", "buying", "sell platform", "buy sell"]
Topic 10	["bid", "button", "auction", "bid button", "bidding", "accidentally", "custom", "lag", "custom bid", "swipe"]
Topic 11	["deal", "great deal", "deal great", "good deal", "deal love", "great", "deal good", "awesome deal", "fun", "fun great"]
Topic 12	["seller", "buyer", "buyer seller", "great seller", "seller buyer", "seller love", "seller great", "love", "great", "love love"]
Topic 13	["collectible", "collection", "collectable", "collect", "place", "great place", "sell collectible", "buy", "good place", "awesome"]
Topic 14	["update", "load", "update update", "new update", "open", "loading", "new", "work", "let", "tell"]
Topic 15	["scammer", "scam", "scamme", "money", "allow", "risk", "care", "away", "protect", "company"]
Topic 16	["platform", "great platform", "platform great", "love platform", "good platform", "great", "love", "platform good", "awesome", "new platform"]
Topic 17	["android", "feature", "android user", "zoom", "user", "apple", "version", "android phone", "tool", "phone"]
Topic 18	["community", "great community", "community great", "love community", "community love", "community amazing", "love", "community fun", "amazing community", "great"]
Topic 19	["funko", "funko pop", "pop", "buy sell", "buy", "sell", "place", "authentic", "love", "great"]
Topic 20	["shipping", "shipping cost", "shipping price", "cost", "shipping fee", "fee", "high", "pay shipping", "ship", "free"]
Topic 21	["account", "delete account", "delete", "create account", "email", "sign", "try", "log", "create", "try sign"]
Topic 22	["bug", "glitch", "glitch", "glitchy", "buggy", "work", "overall", "fix", "fix bug", "work great"]
Topic 23	["giveaway", "win", "win giveaway", "free", "enter", "enter giveaway", "gift", "prize", "deal", "time"]
Topic 24	["shop", "place shop", "place", "shopping", "fun place", "love shop", "way shop", "fun", "shop great", "good place"]
Topic 25	["site", "awesome site", "site great", "great site", "love site", "awesome", "website", "site love", "absolutely love", "love"]

(continued)

Table A3. Continued

Topic	Keywords
Topic 26	["crash", "freeze", "constantly", "open", "screen", "everytime", "try", "suck", "work", "slow"]
Topic 27	["place", "place buy", "great place", "place sell", "sell", "buy sell", "buy", "sell great", "awesome place", "great"]
Topic 28	["uninstall", "instal", "uninstall", "reinstall", "uninstalled", "install", "open", "work", "ask", "sign"]
Topic 29	["great price", "price", "price great", "great", "good price", "stuff", "cheap", "item great", "item", "great stuff"]
Topic 30	["battery", "drain", "phone", "hot", "kill", "fast", "burn", "minute", "make", "device"]
Topic 31	["comic_strip", "comic", "book", "sell", "buy", "stuff", "price", "good", "amazing", "way buy"]
Topic 32	["stream", "live stream", "update", "bug", "live", "close", "work", "fix", "issue", "chat"]
Topic 33	["stream", "streamer", "live stream", "live", "watch", "streaming", "livestream", "amazing", "great", "hear"]
Topic 34	["collector", "great", "highly", "tcg", "truly", "look", "lack", "good", "bid", "bid button"]
Topic 35	["card", "pack", "pokemon", "break", "pokemon card", "breaker", "streamer", "scam", "open", "sell card"]
Topic 36	["ban", "reason", "account", "block", "decision", "bank", "email", "team", "report", "help"]
Topic 37	["watch", "love watch", "fun watch", "enjoy", "enjoy watch", "watch buy", "love", "excited", "different", "interesting"]
Topic 38	["ebay", "amazon", "ebay love", "future", "overpriced", "beat", "commission", "baby", "try", "stuff"]
Topic 39	["sign", "dollar", "special", "let sign", "information", "tell", "want", "easy", "try sign", "let"]
Topic 40	["spend", "spend money", "money", "money love", "love", "wife", "lol", "spend lot", "good thing", "cash"]
Topic 41	["coin", "gold", "silver", "penny", "rare", "mint", "double", "collect", "bar", "collecting"]
Topic 42	["pop", "condition", "collection", "sell", "buy", "damage", "great", "mint", "excellent", "figure"]
Topic 43	["streamer", "people", "channel", "stream", "pay", "money", "scam", "big", "sell", "people buy"]
Topic 44	["experience", "great experience", "experience great", "awesome experience", "opportunity", "good experience", "great opportunity", "experience far", "amazing", "bad experience"]
Topic 45	["address", "say", "add", "useless", "let add", "accept", "tell", "error", "enter", "search"]
Topic 46	["clothing", "cheap", "vintage", "affordable", "shirt", "beautiful", "price", "tag", "retro", "quality"]
Topic 47	["scammer", "seller", "seller scam", "scamme", "seller scamme", "accountable", "scammy", "scam", "buyer", "hold"]
Topic 48	["pretty cool", "cool", "thank", "pretty", "great thank", "awesome", "wonderful", "dang", "time tell", "brilliant"]
Topic 49	["usd", "shipping", "pay", "international", "usa", "ship", "american", "shipping cost", "outrageous", "charge"]
Topic 50	["gambling", "prize", "gamble", "game", "wheel", "win", "spin", "people", "scammer", "chance"]
Topic 51	["navigate", "easy navigate", "easy", "hard", "super easy", "super", "look", "far", "easy use", "use"]
Topic 52	["seller", "buyer", "review", "allow", "big seller", "block", "protect", "buyer beware", "customer", "ban"]
Topic 53	["customer", "customer service", "service", "customer support", "terrible", "horrible", "terrible customer", "support", "bad", "stay away"]
Topic 54	["community", "amazing community", "amazing", "great community", "community love", "love community", "sell collectible", "seller amazing", "love", "buyer seller"]
Topic 55	["great seller", "seller great", "seller good", "good seller", "seller", "great", "great great", "good", "deal great", "usual"]

Appendix 5

Table A4. Twenty reviews per topic included in the sample for thematic analysis

Reviewer	Topic	Review
R1	0	Safe and convenient to use
R2	0	What a cringe and exhausting thing to look at. Ew.
R3	0	love love love whatnot!
R4	0	Everything was perfect from start to finish. Thank you Druzzly!
R5	0	I hope this lasts a long time this is so much fun
R6	0	App can be a bit temperamental at times...
R7	0	KingofVermont
R8	0	if you're looking for fun and to buy what your look for this is the app
R9	0	Cool app and easy to use.
R10	0	easy to use great outcome
R11	0	Great and easy to use!
R12	0	Can't click on nothing. Won't let me join shhhhhhhh
R13	0	amazing and is taking over the world ! for the good!!
R14	0	Good app easy to use but it's very very battery hungry.
R15	0	This AP is great. Highly recommended.
R16	0	great finds great stuff !!
R17	0	Dream app! Awesome place for TCG and much more!!
R18	0	Enjoying it currently, really cute concept
R19	0	so far seems very convenient
R20	0	It's amazing app ☺☺
R21	1	Greatest auction site ever.
R22	1	Such a cool app, always enjoy the live auctions.
R23	1	love the live auctions
R24	1	I love the live bids I think its a refreshing take on shopping
R25	1	A great site to find and bid on items and products to bid on.
R26	1	Amazing live auctions
R27	1	excellent online auction
R28	1	Really cool and different kind of app, offering live bids, advanced from the ol desktop computer days.
R29	1	way better than eBay in my opinion live auctions are the best especially when there's mystery wheels
R30	1	most of the stuff they sell are available on other Chinese websites for much cheaper than the auction price.
R31	1	Best app for online auctions! Hands down!!
R32	1	The best auction site on the planet! #Facts
R33	1	it's GREAT to able to To go to a Site The Sells what you want and Put a Bid on it and Win.
R34	1	Participating in live auctions and bidding in real time is genuinely engaging; enhancing the shopping experience is always a worthwhile pursuit.
R35	1	Really like the live auctions. Some great sellers and great deals. I wish they would clean up all the gambling with the wheels and games of chance. Makes the whole experience feel cheap. Not to mention such a pain when searching for actual auctions. Maybe put them in a different category. 5 stars if they can figure that out.
R36	1	not sure, it's a bunch of different sellers, one app. not like a action site in one auction site. I would prefer to scroll looking at all my interests in one place.
R37	1	love this auction site!!!
R38	1	i just found out about Whatnot & so far I'm very impressed and the Live auctions are incredible
R39	1	Live auctions for great deals on products

(continued)

Table A4. Continued

Reviewer	Topic	Review
R40	1	love this auction site
R41	2	Won't let me do the verification for my phone number so I can't use the app.
R42	2	It will not verify my phone number
R43	2	cannot register Zimbabwean mobile number
R44	2	app won't allow me to verify my phone number. 1 star until it starts working
R45	2	Cannot verify my phone number.
R46	2	can't verify my number
R47	2	cant use, it cant/ wont verify my phone number
R48	2	When it says to verify thru phone number, once i input my number, it says unknown error. Im from the Philippines please fix this
R49	2	Phone number verification shows an error. I guess this service doesn't work internationally unfortunately.
R50	2	I can't verify my phone number, please fix this issue
R51	2	haven't been able to verify my number yet but sure once I do I will love shopping on this app
R52	2	I'm unable to add my phone number for verification
R53	2	It tells me to verify my phone number but when I put it in it says that an unknown error occurred
R54	2	Cant even use the app cause it won't let me verify my phone number
R55	2	can use my number. I live in the Philippines
R56	2	Test caller call dhUeller
R57	2	can't verify phone number
R58	2	Have to verify phone number so app is unusable for me.
R59	2	APP hangs at phone number verification. Furthermore you can't view anything on the site without verifying your phone number first which is really stupid. Imagine if you had to verify your entire identity before looking at items on eBay
R60	2	ask me for three different phone numbers will not let us web page told me my Google number wasn't validated. just want see what is available with out answering a questionnaire.
R61	3	Good place to deal with trading card games.
R62	3	best sports card app ever. no fees no nothing just the best app.
R63	3	always a good time on the Beastsquad site. good music, lots of interaction, and great cards and variety. quick delivery, great grading of the slabs.
R64	3	Great idea, great app, not enough Australian sellers allowed to operate. Flooded with sports cards, they need to open up and expand in Australia.
R65	3	great place to buy sports cards!!!
R66	3	Have a passion for sports collectibles, and trading cards, football and basketball are both have amazing collections!
R67	3	nice spot for sports cards, fun live breaks
R68	3	It's fun to win nice sports cards and the prices aren't to high.
R69	3	not user friendly at all found card on a search 45 min ago and still can't find it to buy
R70	3	amazing place to buy cards
R71	3	incredible place to shop for rare cards and other things
R72	3	great place to buy cards
R73	3	Fun times pulling some really nice sports cards but they have other items as well!!
R74	3	Love buying cheap cards
R75	3	It doesn't do what it says it does with sports trading cards
R76	3	Whatnot is incredible I actually finished my yugioh deck finally after finding the last card I needed and it also helps with my yugioh addiction
R77	3	love this app. sports card lovers this is a must have.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R78	3	best app and community for the sports cards hobby, and so much more!
R79	3	Great place if your like me interested in cards plus more
R80	3	Great app for getting sports cards
R81	4	great selling and buying
R82	4	good selling ap
R83	4	I sell and buy it is great
R84	4	Great app to sell and buy
R85	4	it's great watching,buying,and selling. lots of good people!
R86	4	excellent app to buy or sale
R87	4	love buying and selling
R88	4	not for me. absolutely not how I want to buy or sell.
R89	4	I love this app I buy and I sell... I sell less than I buy. Matter of fact I've gone broke from buying more than I've sold. Welcome to WharNot
R90	4	love this app for selling and buying
R91	4	great app for buying and selling
R92	4	Great app for buying and selling!
R93	4	super dope app to sell and buy
R94	4	A Great Buy/Selling App!
R95	4	great app for buying and selling
R96	4	love this App, weather you buy or sell its amazing
R97	4	Greatest selling app
R98	4	Love Buying & Selling on whatnot!
R99	4	great buys fair
R100	4	We love Whatnot. Been selling for two years.
R101	5	Be Careful! It's Addictive!♥
R102	5	Live this app. I'm addicted, but in a good way.
R103	5	Can easily become addicted
R104	5	Great App! be careful it's addicting.
R105	5	Great app but very addictive
R106	5	if you have an addiction sort of mind this app is not for you. can't seem to stay off of it.
R107	5	so fun! honestly addicting to watch
R108	5	my new addiction!!! I'm so obsessed!!!!
R109	5	gets very addicting so be careful
R110	5	Kind of addictive!!
R111	5	a little bit pf everything you want. Addicting at times.
R112	5	it forms a habit that is hard to break!!
R113	5	☆☆ Warning this is addicting☆☆ but so fun!!
R114	5	pretty awesome, could be very addictive. Lol
R115	5	Easy and addictive
R116	5	Becomes a addiction And will not try to help you
R117	5	this app is freaking awesome just be careful it can get addicting
R118	5	So I guess if you want to watch middle aged men get drunk and do drugs this is a great app
R119	5	Addicted to this thing it's great
R120	5	So addicting to the point were I fell asleep on it
R121	6	definitely wouldn't recommend this app to anyone Sellers never send stuff out and hard to get a refund still trying to get one now it's a joke
R122	6	thieves purchase made by mistake and wasn't allowed a refund

(continued)

Table A4. Continued

Reviewer	Topic	Review
R123	6	They do not check their sellers. I was burned by one. The seller locked me out and did not refund my order. I do not recommend this app.
R124	6	I returned a laptop that was defective when I bought it and they still have yet gave me my money
R125	6	about this app. I loved it but then I received an item DoA. I returned it per whatnot policy and over a week after the seller received the item I have not been refunded. whatnot support is now ignoring me. I was supposed to be refunded within two business days. I've lost over \$100. I can only hope cash app will reverse the transaction at this point.. case 6697054 username is alioki
R126	6	WHATNOT CUSTOMER SERVICE IS THE WORST. I WAS SHIPPED THE COMPLETE WRONG SHOES AND THEY REFUSE TO REFUND. THEY ALSO DON'T REFUND DAMAGED ITEMS. BEWARE, THEY WILL STEAL YOUR MONEY AGAINST THEIR RETURN POLICY.
R127	6	Told me i was refunded my money for an undelivered package in reality I got nothing. Then threatened to cancel my acc if I filed a dispute with my bank. Which is a bit to far. Luckily emails are forever I will be turning them in to the BBB. BE WEARY IF THIS SITE. It was a 350\$ order btw
R128	6	disappointed in the amount of tim3 it takes to get a refund when you did everything you were supposed to do and it's been almost 2 months since I returned a product damaged in shipping and I still have no refund. and no communication any longer from whatnot or seller either.
R129	6	It says you will get a credit for your referrals first purchase! I never received my credit! I also haven't been refunded for an item that never shipped!
R130	6	i have been trying for over a month to get a refund for a second print predator #1 sold by binkerbooks as a first print and whatnot refuses to help
R131	6	seems impossible to get a refund when the seller won't ship an item
R132	6	I have been trying to figure out how to contact the app for a refund with no luck at all. The app isnt helpful either. Any help would be greatly appreciated
R133	6	shady bought something buy pucking up my phone and seller won't do a refund even tho it says I need to be authorized to make a purchase it still charged me
R134	6	buyer's guarantee isn't what it's made out to be. I returned item over a month later no refund. No way to talk to an actual person!
R135	6	Asked for refund whatnot has never stepped up and the seller @kkcardvault has no communication skills so I will not be using this app moving forward
R136	6	can not speak to seller or get refund if not recieved an item . RIDICULOUS!!!
R137	6	Beware the customer service for this app is very poor. They do not hold sellers accountable and won't give refunds even if seller never shipped the item. This has happened to me several times where I have not received my orders and Whatnot will not refund me. Don't use this app
R138	6	I was charged \$91.25 and whatnot won't refund me my money. The seller is snake his name on whatnot is marc_reef . I received the package and have not opened it. I can't believe you don't have a phone number that I can call you to resolve this problem . You favor the seller and not the buyer. I found the same book on ebay for 9\$
R139	6	This Is the worst app ever I have been trying to contact the company for a refund because a item was purchased with out my permission and the company has not answered to any of my emails not only that the seller doesn't want to cancel my order and I really need my money back can someone please help me!?
R140	6	Good luck getting a refund. All your gonna get is the run around. That's if you even get a response from customer support. They charge sales tax on items exempt and will not refund you. Most items are hoaxes and over priced anyways.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R141	7	let me add my payment method stop sending me back to the add payment method screen I missed 3 things I want because it keeps asking me
R142	7	until I've seen how your site works I don't feel comfortable giving my payment method
R143	7	was entering my payment info without buying anything and it charged me money. luckily it was declined by my app byt very disappointed.
R144	7	keeps messing with my payment
R145	7	Annoying reminder for payment on every page. I'll add it when I want to buy something. Til then didn't be annoying.
R146	7	I fill in my payment option and every time I press continue I get a alert from Google pay from them trying to charge me \$1 usd
R147	7	your web site suckd! it says payment not made but it wont let you enter a payment anywhere!
R148	7	should be able to view without billing info
R149	7	this app sucks. no payment method seems to work
R150	7	payday=whatnot. whatever left food and bills
R151	7	won't let me add a payment method
R152	7	The ability to change payment options has stopped working.
R153	7	App runs great but their payout system is garbage. Iv had my buyers packages received for over a week and still no payout. Go use mercari instead
R154	7	payment issues!
R155	7	ordering is not the most intrinsic method. it sent me in 3 different directions until it finally told me I paid.
R156	7	Kept asking for more and more information. Then it asked for an ID. Why didn't you just ask for this at the beginning? Instead of add an address here, then next time a payment method. Yeah.. pass.
R157	7	Payments don't go through and no support.
R158	7	Beware to this app, I. not finding directions pertaining to payments...
R159	7	needs payment info to interact with freebies
R160	7	unauthorized payment taken
R161	8	Great Deals, but extremely slow shipping was my experience, makes me wary about ordering anything else.
R162	8	Lightning fast shipping! Perfect! Thank You!
R163	8	exactly as shown new in box super fast shipping
R164	8	great app but dauuum shipping from ALL sellers takes forever 7 to 10 days
R165	8	Fast shipping and great packaging.
R166	8	awesome purchase!! speedy fast shipping
R167	8	packed well, freaky fast shipping, A+
R168	8	Fast shipping item perfect, Thank you
R169	8	Fast shipping! Item as described!
R170	8	Great app, fast shipping
R171	8	I nice quality vintage piece, quick shipping and amazing packing! A++
R172	8	nice peace fast shipping
R173	8	love the whatnot app it's great the sellers are awesome shipping is fast great community in all
R174	8	very fast shipping. amazing items. carefully packaged. thank you
R175	8	Great. Love everything. Super fast shipping. Packaged very well. Everything as described
R176	8	Freaky Fast Shipping and Extremely Professional. Highly Recommend
R177	8	I love whatnot awesome sellers and always fast shipping
R178	8	awesome app easy to use, their shipping awesomeness to

(continued)

Table A4. Continued

Reviewer	Topic	Review
R179	8	Absolutely super fast shipping and amazing packing by the boyz in the warehouse!! Thank you guys!
R180	8	great items put on and all have very fast shipping and great to deal with
R181	9	Great Platform to both shop and sell...a true virtual marketplace!
R182	9	too hard to sell product, the criteria is too strenuous...and sell on all platforms
R183	9	Great platform for buying and selling.
R184	9	overall a great platform to buy and sell.
R185	9	Very cool buying and selling platform.
R186	9	amazing app I buy and sell from it couldn't ask for a better platform
R187	9	Very welcoming platform with a wide array of sellers. I absolutely LOVE selling on whatnot but buying is even more fun! ☺☺
R188	9	A very good platform to buy and sell. Highly recommended.
R189	9	Wow the future for buying & selling all that is collectible!!! Way better than other platforms!!!
R190	9	Great buying and selling platform!
R191	9	not to bad...good networking platform...some deals and steals...
R192	9	very enjoyable app. Must say, though, be very careful about spending on here. it can get hectic and very expensive. Overall, I think it is one of the better selling platforms available today.
R193	9	Great platform for buying and selling!
R194	9	One of the best platforms to buy, sell and interact with others that have similar interests.
R195	9	Fantastic selling platform, 100%
R196	9	great platform for selling and buying.
R197	9	what a fabulous platform to buy on. so much variety can't wait to get approved and start selling ☺
R198	9	Awesome platform for buying and selling my collectibles. Very easy to use
R199	9	a really great platform for buying and selling
R200	9	Cool new selling platform. Will become more popular with time.
R201	10	not able to bid after last update
R202	10	PLEASE fix the issue where it bounces you off mid typing when a bid is won or when a bid starts. it's very frustrating as a MOD and as a customer trying to bid/ask questions/buy
R203	10	please fix when you're typing and someone wins a auction it stops your typing
R204	10	Quit changing good features.... No reason to take away the capability for me to see how many auctions I have won from the same vendor.
R205	10	App was fine last week until I updated to latest version today and now it lags like crazy and never seems to read tap inputs and overall unresponsive. Pretty awful for a real time auction bidding app! Please roll back or fix!
R206	10	Buggy. After the last update the timer does not synch properly on any auction, making it impossible to bid. It is perpetually about 2 seconds behind. Please fix this asap
R207	10	Kept freezing and missed a lot of good bids
R208	10	Was 5 stars buut....The swipe up or down between auctions has got to go no Bueno at all!! It interrupts the feed and takes forever to reload the auction and then you miss bids and loose auctions while it's reloading!! Horrible feature !!
R209	10	Please fix the custom bid! I am not comfortable bidding on this app while the custom bid price does not stay at what I set it at. The price continues to increase on its own as the current auction price goes up and up.
R210	10	Bids are so delayed that you end up bidding way more than you want. The idea and experience is great but need to fix the delay in bids

(continued)

Table A4. Continued

Reviewer	Topic	Review
R211	10	Glitchy as all hell. Go into a stream and the auction is running and I can't bid. The worst!!!
R212	10	Tax just spikes up to over \$500 each time anyone bids. Developers or support are ghosts....
R213	10	SUCKS, SUCKS, SUCKS. Still can't see any of the live auctions after 3 updates. Uninstall.
R214	10	App crashes and has to be restarted to be able to even bid after every other listing. Otherwise it just says "Auction Starting Soon" forever even though other people are bidding and winning.
R215	10	Was a great app but lately bids have been lagging streams glitching out bids not going through and now I can't even open the app to check the status of my orders especially since I've been waiting 2 weeks for 1 it's really become a harbor for scams
R216	10	It can get really glitchy for no reason. And it's not because of my internet connection. I got 5g and full bars, and it would still glitch. For example, the bidding button sometimes doesn't show when a bid is ongoing. The also app occasionally kicks me off for no reason. But overall, it's a decent app that has the best deals u can possibly get (No Scammers). The only problem with it is the bugs.
R217	10	Keep getting message that Whatnot is closing and I have trouble bidding, bid bar won't move. Very frustrating as I miss many options to bid. And why am I blocked from a sellers show?
R218	10	I updated today and now the app closes about every 30 to 45 seconds usually right when I need to bid
R219	10	Errors when bidding. Buggy app. Processing fees galore. Glitchy. Do not recommend.
R220	10	Need to change the auction swipe, really easy to bid more than you want. Bid jumps up loads as you swipe
R221	11	Amazing deals on everything
R222	11	I have heard there are great deals!
R223	11	been great and made lots great friends on here and get deals
R224	11	very good deals imo!
R225	11	love this excellent deals
R226	11	awesome and great deals
R227	11	great deals every day
R228	11	Great app. Good deals
R229	11	awsome deals
R230	11	great app, loads of deals!
R231	11	Great way to get great deals for things I never knew I wanted.
R232	11	I see nothing but deals on candy, not interested....
R233	11	best for amazing deals!!!!
R234	11	awesome deals
R235	11	amazing deals
R236	11	Awsome App got some sweet deals I'm hooked
R237	11	awsome deals not a rip off
R238	11	Awsome deals great app
R239	11	Great app to snag some awesome deals
R240	11	Great deals if you got cash. Can get some great deals if ur lucky.
R241	12	Blayr is my favorite seller
R242	12	I love this app, I'm a buyer and a seller
R243	12	Absolutely amazing app, and my favorite seller Head_over_deals has the best created merchandise on the planet.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R244	12	has its good days and bad days... as both a seller and a buyer..
R245	12	Best sellers and buyers app out there.
R246	12	amazing app just make sure your buying for reputable sellers
R247	12	This app is awesome :) please don't change it and become to the beurocracy that ebay has become. Buyers and sellers LOVE this app! 5 stars
R248	12	wonderful seller love the broaches
R249	12	awesome place for sellers or buyers of almost anything!
R250	12	My favorite seller!
R251	12	Buyers be aware.
R252	12	Be careful and research any seller before purchasing anything.
R253	12	as a buyer it's amazing, as a seller... it's very hit and miss. overall I'm enjoying it!
R254	12	Buyer and Seller. love this app!
R255	12	great wide range of sellers!
R256	12	Great app for buyers as well as Sellers.
R257	12	Awesome to buy on but very hard to sell on as a new seller.
R258	12	Such a great app for buyers and sellers alike!
R259	12	this app is perfect for sellers and buyers alike!!!
R260	12	Amazing app for buyers & sellers alike.
R261	13	I enjoy the app,for what I collect,it's an awesome site
R262	13	overpriced product, and it's making the collection market a hording place where you can only get the bits you need massively over retail.
R263	13	awesome app for vintage collecting
R264	13	I can't say enough good things about this app. I'm making money, selling my collection of diecast cars that are collecting dust. It's easy and fun.
R265	13	if it's collectible it's on here!!
R266	13	Great for all collectibles
R267	13	I make good passive income flipping collectibles here.
R268	13	awesome experience for sure ...couch collectable.....yah baby...
R269	13	Fun place if you like to collect or are a reseller check it out!!
R270	13	Get to find some of the best stuff you might want for collections but you gotta have the money to win it! If you want it others do too!
R271	13	what happened to the collection tap
R272	13	best place to buy collectables!!
R273	13	great app. I have spent way to much on great collectibles
R274	13	Whatnot is Awesome and whatnot! I have completed quite a few collections and met a ton of really cool people and sellers on here! Such a cool app.
R275	13	best app ever for buying collectables, or anything you might need at a very good price! also amazing for becoming a seller and starting your own online buisness, highly recommended if you looking to do either of these things. I recently bought a Google smartwatch on a auction in this site for 60 bucks and they go for over 200! again great deals and a great place to start a selling carrer.
R276	13	great place to find what your collecting.
R277	13	Great App for collectibles
R278	13	best place to buy collectibles
R279	13	Was a great app for collectibles. The app keeps shutting down after the loading screen.
R280	13	This app changed the way I used to collect!
R281	14	just started the app don't know anything yet but I will give it a update when I find out some info.
R282	14	will update when they have it ready

(continued)

Table A4. Continued

Reviewer	Topic	Review
R283	14	getting real tired of having to update every few days
R284	14	new update sucks, can't see purchases.
R285	14	Littery just updated this dam app 10 min ago why is thr another one already
R286	14	Can't update don't know why
R287	14	I'll update ones I've found what I truly need.
R288	14	New update sucks
R289	14	this app has more updates than anything I've everrrrrrrrr seen... make it make sense
R290	14	This update no good.
R291	14	Always needs a damn update smh, why not just relax on the million updates already. This is frustrating.
R292	14	Horrible with updates
R293	14	Since updated back to normal.
R294	14	Great app but the newest update you can't see howany people are in category and that is stupid
R295	14	Updated and much better now. Love this app!!
R296	14	the update sucks
R297	14	New update is a tad buggy but still love this app
R298	14	The app was really good until it had me update. Now it won't open and keeps telling me to update even though I already did and there is no update for me to do anymore.
R299	14	A lot better with the next update
R300	14	seems user friendly. Will update, accordingly.
R301	15	complete scam beware
R302	15	too meny scammers
R303	15	chinese scam
R304	15	sux that you keep hounding me for my financial info.
R305	15	absolute scam of a app
R306	15	wild west full of scammers
R307	15	scammers everywhere watch out
R308	15	full of scams, beware friends
R309	15	Scammer central. Stay far away.
R310	15	Completely nonsense App Scammer's
R311	15	Filled with scammers
R312	15	There are too many scammers on here. It's that simple.
R313	15	so far nothing but scammers
R314	15	App is full of scammers . Use At your own risk
R315	15	Disgusting....all scammers
R316	15	The app is riddled with scammers, and the company who owns the app has repeatedly ruled in favor of keeping proven scammers. Avoid at all costs.
R317	15	SUSPECT SINCE DAY 1. SCAMMERS DELIGHT.
R318	15	To many scammers on this app that's hurting the community.
R319	15	Don't use this app unless you want to get scammed.
R320	15	It feels like some type of scam when the app goes blank.
R321	16	great platform.
R322	16	great platform
R323	16	exceptional platform
R324	16	great platform
R325	16	excellent platform!!!!
R326	16	Best Platform out there!!!
R327	16	great platform
R328	16	great platform

(continued)

Table A4. Continued

Reviewer	Topic	Review
R329	16	THE BEST community on ANY other platform!!
R330	16	great platform
R331	16	Great platform
R332	16	Great Platform with Great people.
R333	16	Great platform!
R334	16	Great Platform!
R335	16	excellent platform
R336	16	great platform
R337	16	Great platform
R338	16	great format!!!
R339	16	great platform
R340	16	great platform
R341	17	It is like they are actively trying to prevent you from selling if you own an android phone. How on earth would you not have an option to zoom out your camera?
R342	17	Guys we still don't have seller tool on Android. How long it can take for you to update the app so we can have all the tools on Android. Very disappointed
R343	17	The app doesn't have its full features for android users as compared to IOS, however still a great live shopping app for buyers, 4 stars for sellers. 5 when they upgrade android users.
R344	17	dont bother with this app as a seller if you have Android. it caters to iPhone users. they get more veiws, more options such as multicast to other platforms for more audience and a ton of other stuff. stick with tiktok, Etsy, eBay, and other apps at least they don't cater to expensive phones that some people just cant afford. the sell count is always wrong too. making it to 1000 sales for "instant" payout is damn near impossible no matter how much money you waste on their lame "promote" button.
R345	17	Seems like the iPhone app is more robust, for example, you cannot download Clips on Android but can there, likewise you can prebid on Apple. Also the case breaks for cards creates long load times and scrolling for sellers extending the length of the show and slowing things down. Lots could be tightened up to improve experience.
R346	17	On android we need the option to switch between accounts. It helps us sellers on the platform...
R347	17	Compared to the Apple ios version, this app doesn't have much sellers featured support on the Android. I would suggest making a standalone app for selling to mitigate the ease of coding when transferring on both ios and the playstore, which both will have the same and if not better selling features in the future and cut expenses on engineers working on two separate platform devices.
R348	17	GREAT app for both buyers and sellers, but Andriod needs the same features as IOS. Edit: 3k items sold now with sports cards. @NoobyBreaks. The ONLY negative thing to say is that Android user Sellers have less features while streaming. IOS gets a wide angle or zoom option, and a randomizer wheel spinner. Those would be massively beneficial to the Android seller community.
R349	17	Love shopping and selling on here. I wish the app was more user friendly for android users but there are alot of great sellers on here.
R350	17	Great idea but need to improve UI for android users, there's a lot of things that work for iPhone but not android and you can't be behind as a seller I need to be ahead. It's really frustrating.
R351	17	cannot set up android phone to sell on whatnot because of a software bugb-epic. fail.
R352	17	Every app has there glitches, this one does as well. But this app community has blown up just over the last year! They are doing their best to keep up in technology, I think they are doing great. Nice on Android (me) even more and better features on

(continued)

Table A4. Continued

Reviewer	Topic	Review
		ios. Sellers in here have amazing deals and whatnot has great policies to protect buyer and seller.
R353	17	As a seller for 6 months or so I have found it to be a big disadvantage that my phone of choice isn't an iPhone. Tools as simple as camera zoom in and out are only available on iPhone products. This means that I am stuck in high zoom with no option to adjust it in the slightest. May sound petty but when you have to be perfectly positioned to display items so they are visible and in a quality manner, having your camera only be big enough to capture the display item because it is so zoomed in.
R354	17	Great program, they need to update features to match iPhone and give sellers the ability to interact like iPhone users instead of punishing us for not having iPhones.
R355	17	Great App and great idea but you really gotta keep both iPhone and android on same page I can't even edit item in my store with out quitting the app completely and I own a Samsung 21+.
R356	17	Not for android users. I'm a seller on whatnot and I can't even set up a show using my android phone. Did the things technical support suggested(reinstall) and still can't setup a showing with the android
R357	17	Seller program doesn't tell you how to connect to them for the zoom call. They e made it practically impossible to sell.
R358	17	Good buying app- but you have to be an ESTABLISHED seller before they'll even look at you.
R359	17	Android needs seller tools already
R360	17	New marketplace tab on the app is not showing up for me at all I'm not sure if it's because I have a z flip and not an iPhone or what the case is.
R361	18	great community great app change your life today!!
R362	18	An amazing app with a very supportive community
R363	18	great program and community
R364	18	Great community, especially the magic scene
R365	18	Great community
R366	18	amazing community!!
R367	18	great social network app.
R368	18	Great Community.
R369	18	Great community
R370	18	Love Whatnot! Such a great community!
R371	18	Great Community!
R372	18	Great App, Great Community
R373	18	great app, great community. I love this
R374	18	Great app, Great community
R375	18	most amazing community to be involved with!!!
R376	18	Great way to build a loyal community!
R377	18	Whatnot community is amazing
R378	18	greatest community I've ever been a part of
R379	18	Great app overall, great community
R380	18	Greatest community!!! ☆☆☆☆☆
R381	19	Best place to get funkop pops, feeds my addiction well. Lots of scam sellers lately that sell knock off junk. Buyer beware.
R382	19	I love Whatnot because you can find some rare Funko Pops for your collection. Please let me know what's your interested and join me on my live stream at Lettys Funkos on 5/20/2022 at 5:30pm pst.
R383	19	Absolutely trash app. \$6 to ship Funkos. I'm better off using eBay. App constantly crashes, can't use pop streams, NFT Streams? Oh forget it even if you want to go into the stream and just chill forget it. App just constantly crashes, laggs and it's ultimately a pain in the butt.

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Table A4. Continued

Reviewer	Topic	Review
R384	19	I love this app how it let's me buy what want and let's me b apart of funko community
R385	19	Very wide varitey, and affordable, one complaint is everytime I try to buy something it kicks me out the app, i want the damn codd vanth funko pop
R386	19	some of the bestsellers for funkos on this app, streams provide great entertainment
R387	19	A great marketplace for Funko Funatics!
R388	19	love whatnot absolutely the best app for buy, selling of funko pops! also the best best best for live auctions
R389	19	love this app so much, great way to buy and sell funko pops and collectable!
R390	19	I love watching the auctions and choppin it up with fellow Funko Pop Finatics. Still has some kinks to work out but overall pretty solid.
R391	19	great app for buying and selling funko pops
R392	19	get funko pop super cheap in action. or get the high end grail u have always wanted. they have it all
R393	19	Great app. It works great for finding Funko Pops! Great place to view and sell Pops as well.
R394	19	great way to buy and sell funko pops
R395	19	Awesome place for getting Funko pops!
R396	19	Sold funko pops on here shipped out was never paid...Will be reporting to Better Business Bureau
R397	19	I love this app I can buy and sell funko pops
R398	19	Horrific moments of despair...they wont accept your funkos if your trying to sell them...but they do accept very dirty toxic pictures of funkos with peoples feet in the picture..DO NOT USE THE APP FOR YOUR OWN SAFETY!!!!
R399	19	Easy to buy and sell TC and Funkos along with other memorabilia.
R400	19	Lots of lag and and good luck finding anything though all those funko pops
R401	20	shipping is expensive and items can mostly be found on aliexpress
R402	20	shipping prices are out of control it's like Whatnot is making money off shipping most shipping is \$9.21 for 1st item and next 3 or 4 items it's free trying to get you to buy more
R403	20	not clear on shipping fees not worth the price be careful
R404	20	postage to Australia is ridiculous ☹
R405	20	Mystery shipping fee. Just list out how much it is.
R406	20	what not tax to much especially for shipping need to come up with a better ways
R407	20	I had high hopes for this app, but high shipping prices and alot of trashy sellers will be it's downfall.
R408	20	shipping was really expensive
R409	20	free shipping for the first couple of wins then the shipping gets jacked up to ridiculous levels around ten bucks.
R410	20	The sellers are amazing. This app sucks. The worst part is what they've done with their stranglehold on shipping rates.
R411	20	the shipping fees are ridiculous
R412	20	Tons of scalpers. Beware! Shipping is where they usually get you.
R413	20	Promotion was very misleading. Everything is also ridiculously expensive and overpriced when it comes to shipping. Absolutely not worth the trouble.
R414	20	has raised shipping prices shows are not half as good as last years
R415	20	shipping costs are insane
R416	20	Shipping is extremely expensive
R417	20	Not bad but the shipping prices are high.
R418	20	If the buyer has payed already the full amount for shipping under 24 hours then it should stay free shipping for 24 hours. Not free shipping until the next day.

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Table A4. Continued

Reviewer	Topic	Review
R419	20	shipping times are bad,
R420	20	Shipping fees are stupid high
R421	21	Delete my account.
R422	21	someone keeps trying to hack my account
R423	21	lucky it gets that. glitches from the moment you enter. I immediately deleted my account..
R424	21	can't finish account
R425	21	isn't what I was looking for, seems very shady and even shadier when you won't let me delete the account. I don't want, or need the account I had made, but strangely, when you tap to "permenently delete my account" it takes me from there to another account settings page and THAT button doesn't do anything when clicking "permanently delete my account". why is it that "apps", (you're just on the Internet), take you from the "app" to the Internet page, then tries to make you download the "app" again?
R426	21	Why does it close itself? i cannot scroll, just made an account...
R427	21	At first it was great, but after someone starts hacking your account more than once, I had to delete the app.
R428	21	I know one star is too many, but Google won't let me give less. you can't even see if there is anything you're interested in without an account. I understand requiring an account to bid, but I don't want to create an account only to find nothing interesting. Then I would have to go through the hassle of deleting the account. Not worth the trouble. uninstalling.
R429	21	I want to turn off emails but there's no option! I'm going to delete the thing urgh!
R430	21	Wouldn't let me create an account deleted instantly
R431	21	won't let you delete account
R432	21	Abysmal. Somebody used my email to create an account and support will not assist with deleting the account using my email. Stay away from this scammy app. I can't rate any lower than 1 star otherwise I would.
R433	21	Worst support. They don't have phone support and they deactivated my account as soon as I ordered an item
R434	21	Tried to delete account permanently and it came up saying failed because I had pending orders. (I did not). Then it signed me out. I am not sure if I still have an account or not.
R435	21	Reopen account customer agent find profile
R436	21	You can't delete your account if you want to. Beware to start account. Because if you don't like it you just get an error code when you try. They gave all your info and keep it
R437	21	I downloaded this app I signed up for it and then hated it within an hour. I am still trying to figure out how to deactivate and delete my account with them
R438	21	They charged my bank account without my permission just to create an account and then refused to permanently delete my account.
R439	21	supports useless. deleted my account without reading what I wrote!!
R440	21	Anyone know how to delete their account
R441	22	pretty good app but glitches here n there and you can't get into the gvy's
R442	22	Good platform but it glitches too much, can't even open the app most of the time!
R443	22	Great app, but glitches a lot
R444	22	works fine for a few days then glitches again!! it keeps glitching and takes forever for anyone's page to load. fix it!!
R445	22	Glitchy as hell
R446	22	Awesome app! A little glitchy at times, but overall awesome.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R447	22	Great app, but there always seem to be annoying glitches
R448	22	The app just kept glitching and clicking where I was not. It's just not the app for me
R449	22	I absolutely love the app when I am at home using it, and the app seems to work great. However, anywhere else I go, it is so glitchy I can't use it at all. I'm not sure if there is any way to fix this, but I would definitely give it a 5* if you could.
R450	22	Love the app, sometimes has glitches but usually fix them right away
R451	22	so glitchy if you set it to a random number generator it has a better chance at winning the lottery than working correctly
R452	22	Whatnot is awesome, a few glitches to work out but worth the inquiring. Check it out for yourself!
R453	22	sometimes has glitches, bit overall user friendly
R454	22	love the community on this platform, but the app itself can get glitchy.
R455	22	overall great, beside some minor glitches
R456	22	very glitchy and doesn't always work
R457	22	love whatnot! app is a bit glitch sometimes, but overall, it's good.
R458	22	LOVE IT BUT THERE ARE ALOT OF GLITCHES WITH THE APP
R459	22	Great comcept but too much glitches....super annoying but love what it has to offer!
R460	22	Awesome app and very fun. A couple glitches but overall good.
R461	23	love the app and bidding on things but why the heck do I get flag for entering free giveaway. Juan because I was randomly picked to win a prize and they want to flag me wow..
R462	23	Awesome products easy to buy easy win giveaways and meet online sellers make friends fair app and fast delivery ☺
R463	23	I really liked this app. I purchased a few items for a Great price, and it was free shipping . They have free giveaways, and I won 4 times.
R464	23	I think that it's ok but to win giveaways it's usually the same people not really anyone diffrent
R465	23	One of the best apps I have used by far extremely good deals and giveaways
R466	23	Im able to follow my favorite giveaway maker
R467	23	great app to buy amazing things on. free giveaways great sellers, nothing to lose give it a try.
R468	23	Terrible app people don't send what you purchased bunch of thieves. Don't win any giveaways they'll shut you down. All around shady!
R469	23	thanks for the giveaway
R470	23	I love whatnot but not as much as I use to. I am a verified bidder on here plus I purchased allot of items. They also have giveaways that I used to win all the time. I don't know if it's cause of an update or what but I have not won anything. But yet I'll jump into a giveaway after getting out of one and the same person that won the last one and several others wins again. Why is this?
R471	23	great giveaways
R472	23	Good for selling and buying. But the giveaways need to be fixed. Same people be going in the same times and winning over and over again
R473	23	so far, I really enjoy this app. There are a lot of good deals and free giveaways.
R474	23	Got put in a cool down for entering giveaways that I was watching shows for. I didn't even win. If I was winning them, I'd understand. But just for entering they put you on ice. They don't care how much money you've spent on the app.
R475	23	This app could be a good app yet they have a few sellers (korymanx, carpiediem, Arlene perry) that have free giveaways and when you win the giveaway they never send the giveaway prize and when you contact whatnot they do nothing to the seller . Most other apps would suspend or ban the seller for scamming and they would make them pay for the giveaway prize out of there account. Now Whatnot is banning people from giveaways which isn't in the rules and against the law according to the FTC

(continued)

Table A4. Continued

Reviewer	Topic	Review
R476	23	You can catch some great deals. I even won a free pair of JBL headphones in a giveaway
R477	23	Easy to navigate, and I think the pop giveaways are pretty sweet.
R478	23	fun, great products and winnable giveaways worth hundreds of dollars. legit and I love it
R479	23	Love whatnot I've won so any free giveaways and bought I luv it no adds
R480	23	Love this site...I get lost for hours on it, scrolling through the different sellers, things, GIVEAWAYS! I may need a 2nd income to help pay for my loads of loot!
R481	24	I think it's great and if you are not shopping then you don't know what you are missing
R482	24	I love this app one stop shopping
R483	24	My favorite app by far #1 place to shop
R484	24	Great place to shop and save!
R485	24	Such an awesome place to shop... for absolutely ANYTHING that you could possibly be looking for!! Plus a FUN way to shop... who doesn't LOVE an auction!!
R486	24	awesome place to shop for unique finds and other things ☺
R487	24	fun place to shop. check out Donatella Bottalino.
R488	24	its a really good store to shop at
R489	24	Great merchandise and big savings! A very easy way to shop.
R490	24	It's a fun place to hang out and shop!
R491	24	favorite place to personal shop
R492	24	good place to shopp
R493	24	I love this app, since I have found this app I haven't shopped anywhere else
R494	24	love shopping for goodies for me ☺
R495	24	love it good place to shop
R496	24	good place to shop
R497	24	A place to get great items. They take care of custmers and have pride in their work. Quality people in my eyes
R498	24	Shop in store? Bahahahahahahaha. This isn't 1919. Great app ☺☺
R499	24	I love shopping at that store
R500	24	so many good shops to visit ☺
R501	25	Awesome site
R502	25	awesome site
R503	25	I love this site cheep
R504	25	It appears to be a great site will soon let you know if not.
R505	25	cool cool site love all the brands.
R506	25	awesome site
R507	25	absolutely love this site
R508	25	have just heard about this site and I love it already
R509	25	awesome site
R510	25	absolutely love this site!
R511	25	my friend loves your site.
R512	25	Awsome site!!!
R513	25	awesome site
R514	25	Awesome site
R515	25	great selection and authentic cool site
R516	25	Awesome site. Use often.
R517	25	awesome site
R518	25	Awesome site for what you need.
R519	25	awesome plug place ☺

(continued)

Table A4. Continued

Reviewer	Topic	Review
R520	25	I love what not. it's a good sigh site.
R521	26	Crashes every 30 seconds
R522	26	constantly crashing
R523	26	all the crashing it wouldn't work for more than 30 seconds.
R524	26	Everytime I get in the app it just crashes and boots me out I can't do anything or browse cause it just keeps kicking me out.
R525	26	app constantly crashes
R526	26	It crashes all the time. It never did until the last update. Great app but honestly it's no point of having it if all it wants to do is crash.
R527	26	This app keeps on crash 11 time will not stay open
R528	26	The app continually crashes and does not open.
R529	26	This app crashes entirely too often, garbage
R530	26	Continuously crashes while trying to load items for a show. Every Sunday, for some reason. I've had to uninstall and reinstall over and over.
R531	26	Still doesn't work, no mention of outages, just perma broken, un-installed, atleast I'll save money not using you. Was great, now it only seems to crash, before even trying to boot up.
R532	26	Always crashes randomly
R533	26	Constantly has issues
R534	26	darn sucker is always crashing hanging up. they have a lot of work to do
R535	26	Keeps crashing, I cannot even use App, crashes everytime I choose a category within the app, and to make matters worse, I see no way of contacting the app dev to report such problem's. reading through the reviews is not reassuring, all I see is generic computer generated responses. Lastly there is No way to delete or access your data.
R536	26	Frequently need to restart app
R537	26	It stops working all the time for no reason and always crashes
R538	26	it crashes constantly
R539	26	Terrible. Crashed multiple times. No notifications on events. Overall buggy with no scalability.
R540	26	App crashes every time I try to make a purchase. Brand new user and this is enough to make me not even bother with the platform.
R541	27	cool spot to sell or shop.
R542	27	great place to sell stuff
R543	27	place to sale things is off the chain
R544	27	what a great place to shop, I can't wait until I get the opportunity to sale on this site
R545	27	This looks like a great place to buy and sell things
R546	27	great place to sell your wares and drive away those cares!!
R547	27	great place to buy and sell
R548	27	Great place to buy and sale valuables
R549	27	A great place to be surrounded with good people and great sellers!
R550	27	great place to sell also great place to meet others with same interests as you
R551	27	great place to market your goods
R552	27	Awesome place to buy and sell!
R553	27	great place to buy and sell
R554	27	its a great place for selling
R555	27	What not seems like an excellent place to sell virtually anything..it worked well it was great until it wasn't.. I literally see black and only here the commentary it's bull it's got me really aggravated with the app I've asked reddit nothing..I've reached out to whatnot and nothing ..I really liked the app too =[
R556	27	new here. looks like a good place to sell my stuff.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R557	27	brilliant place for selling and interaction with the world
R558	27	brilliant place to make mates and buy
R559	27	Great place to sell and buy. I do both
R560	27	Is a good place to sell things and shop. The only concern is that I have not gotten paid what I have earned...it's been over 4 weeks.
R561	28	unless you're there from the beginning you have no idea of size. this app is a waste of time. Uninstaller immediately
R562	28	had to uninstall the app. spending to much money ͡°(ˊᗜˋ)͡°
R563	28	doesn't download and doesn't give any hep to why and Google has no help .. needs to be removed ed or fixed
R564	28	Great app but will stop working for no reason. Once I uninstalled and reinstalled it works again
R565	28	Love the app when it's working. Having alot of issues lately. Had to uninstall and reinstall a couple times. But again the app is fire when it's working properly
R566	28	installed, but constant error message when trying to join. uninstalled and wont bother again.
R567	28	a few issues need fixing rather than user un installing
R568	28	Good app it just has problems like it says it keeps stopping now when I try to open it. I tried uninstalling the app, and still doesn't work :(
R569	28	Something is wrong with the app. I keep having to re install for it to work properly. Otherwise, it won't work
R570	28	Was good idk why but have to Uninstall and reinstall to get to work lately.
R571	28	Couldn't open just showing an option to uninstall.
R572	28	Going to uninstall
R573	28	Worked great for a while, now it won't open, can't click buttons. Uninstalled and reinstalled and I can't even click a log in option. I just use my PC but can't enter GAW on PC and it's also 2 seconds behind.
R574	28	Have to Uninstall and install again just to publish a new listing. Not a fan
R575	28	Broken on install, won't respond
R576	28	it will ask me to install when it's already there. Then I have to delete first copy. works ok
R577	28	Uninstalled don't like your permissions
R578	28	I install and Uninstall right away. Look like full of fake. Why u need a acces to my Google drive?
R579	28	Very little selection of video games and everything on app just seemed a bit sketchy at best. Uninstalled.
R580	28	Uninstalled.
R581	29	lovely items with great deals.
R582	29	great finds and great prices!
R583	29	wow great prices w everything thank you.get free items also
R584	29	absolutely amazing great products amazing prices and so much fun!!
R585	29	Always such great stuff for a great price.
R586	29	good items at decent prices ☺
R587	29	great stuff, best prices ever ☺☺☺☺
R588	29	Great finds great prices
R589	29	I love this app. it has the cutest stuff for Great Deals!
R590	29	for some reason they kick me out because I have a set price in mind and won't go above that price
R591	29	great app to get some amazing items for reasonable prices
R592	29	it's pretty cool when you find great prices on great items you like! it's worth a try. ♥

(continued)

Table A4. Continued

Reviewer	Topic	Review
R593	29	Awesome knife thanks
R594	29	can get great things you can't find regularly, and can get for great prices to..
R595	29	Scored some Nice Items off of here Pretty Dope for sure !!!
R596	29	great app just some stuff is over priced
R597	29	Great quality, fair price, pretty items. Thank you~
R598	29	It was a great Christmas present. Thank you...
R599	29	great products great prices
R600	29	Great app very reasonable prices best app I've found in a long while
R601	30	Drains your battery insanely fast, and is a nightmare for sellers to use
R602	30	drains your battery. the deals are amazing.
R603	30	what batter any shop has ever thing
R604	30	Good luck dealing with customer support. You will receive automated responses and little to no assistance. There are great sellers on the app, but the support seems to be nonexistent. The app is also fairly buggy and will drain your battery faster than any app that I have used.
R605	30	you can buy the battery powered tools cheaper on wish then you can on this site
R606	30	This app will absolutely drain your battery faster than you can say whatnot. It's ridiculous how this one app not only consumes a crazy amount of data but also makes your device incredibly hot, almost dangerously hot. I'm using a Fold 6, which has 2 batteries, so I could imagine using a standard device. I give it 3 stars because of the accessibility to purchase different stuff from a variety of people. Optimize this app.
R607	30	This app kills phone batteries.
R608	30	Good app but loves to suck the power out of phone batteries
R609	30	The concept is great, but the functionality it terrible.. it will drain you battery completely dead in about 20 minutes, Lags a lot of the time, and then sometimes just completely crashes.
R610	30	Terrible app kills the phone battery and keeps blocking me from giveaways. Don't waste your time here
R611	30	Grate app. It's like a community on there, have met allot of people there. Only bad thing is the battery drainage
R612	30	App seems to kill my phone battery and heats up my screen. Not impressed with the sellers. Shipping is too high and be skeptical is mystery boxes.
R613	30	Trash app, burns phone and battery
R614	30	great app just kills your phone battery fast
R615	30	I like the shopping but it makes my phone run hot and drains my battery fast
R616	30	I like it but the app itself still needs a lot of work. Still very glitchy and drains my phone faster than any other app I have.
R617	30	It is a battery and data drainer plus most items can be found elsewhere for much cheaper. Not everyone on this app is rude but I have met some nasty individuals.
R618	30	Fun and interesting but the app sucks down battery like a hungry baby.
R619	30	this app kills your phone battery and also heats up real quick. but the app itself is great
R620	30	Have had an enjoyable experience with many sellers. Only problem I've occurred is that it drains my battery extremely quickly. Even connected to a charger putting out 2-3amps its still fighting to charge while the app is open.
R621	31	best comic friend ever met and looks to be binding! most honest seller on WhatNot and his store is all for his family. just got 3 shirts from him. meant to have him sign them but I gotta wear them! his offers and "runs" are outta this human world. packing? a crow bar couldn't break the seal! LOL. give him a visit on WhatNot.
R622	31	good if you are a comic book store, not a seller of one item.

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Table A4. Continued

Reviewer	Topic	Review
R623	31	Amazing, Spectacular, Sensational, Incredible. Easiest and fastest way to buy and sell comics online. Growing and Improving almost daily. If your looking for it chances are Shortboxed has it!
R624	31	Be careful what you buy on here got a comic book and then got it cgc and signed. Somehow the comic didn't go through but they still charged me \$165 for the other stuff and all Whatnot said was can't do anything about it.
R625	31	super fun check out @startawyatt if you like comic books
R626	31	can't bookmark show or follow my comic shop owners account
R627	31	best price best place to buy and sell comics and bunch of other stuff
R628	31	great place to buy new and old comics
R629	31	I buy comics frequently and have found great sellers, both of single issues, lots & sets. Prices are great and delivery is fast & reasonably set.
R630	31	great place to buy comics and other nerd stuff
R631	31	I collect comics and there are amazing choices and decent prices.
R632	31	Very legitimate auction for silver, coins. Shoes comic books almost everything.
R633	31	very happy with this purchase. even though I'm not a grader these comics look like they would grade a 9.8. arrived quickly and securely. great seller!!!
R634	31	Way overcharged me for three comic books. I ended up paying nearly 100% the value of the comics for shipping.
R635	31	Good app for buying and selling comics.
R636	31	people selling cheap cards and comics. pretty much just stuff they can't sell on other platforms because no one wants it.
R637	31	really if the best way to buy and sell comics online
R638	31	✦✦Amazing✦✦ I love the community on this app Personally I purchase comics on this app and I get great steals and deals! 10/10 love this app!
R639	31	wondering if we can sell comics on the live
R640	31	Disappointed that there is nothing to offer the comic book collecting community.
R641	32	New update is so buggy that it won't let me join streams. hurray 🎉 wallet saved 🎉
R642	32	it's not letting me schedule a live show... it lets me set one up and then when I go and publish, nothing happens. things like this make it so frustrating!
R643	32	Impossible to stop subscription. Multiple layers until I got fatigued with the b.s.
R644	32	This company enables P3dos talking about children during live streams. 0 stars if I could. Uninstalled.
R645	32	Hey creators of whatnot help everyone one this app out it's a great app please fixed this bug the screen goes black when joining streams or viewing them ty hopefully y'all listen
R646	32	Use the app very often but now I rarely get any notifications at all which severely hurts my experience with the app, trying to jump into many different live streams as soon as they start up but can't do that now with these buggy updates.
R647	32	Doesn't work, cannot click on live videos. I have tried to Uninstall and re install with no success. Wish I could give it 0 stars.
R648	32	Super glitchy app where every time I log in the interface will not allow me to click on current livestreams or anything else. My only option since the update is to uninstall and reinstall the app to allow me to do anything. The actual Whatnot app is super entertaining and addictive for whatever you want to buy. I'd give it 5 stars if I didn't have to keep deleting the app daily.
R649	32	Disappointment. App crashes whenever I tried to participate in a live stream from creators I followed. The crash notice also keeps spamming so I had to uninstall.
R650	32	Since the last update can't stay connected to the app dropping internet connection and the streams going black or freezing. Stream notes disappearing or not showing up.

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Table A4. Continued

Reviewer	Topic	Review
R651	32	To many little issues that interrupt when I am in a stream. You should let people know before the update will happen! You just had another update, I updated in March and I have to keep closing whatnot, the gives half the time you can't join, and when you go to a streamer it loads way to slow or doesn't show the streamer. This last update has to many bugs, can you please fix. Thank you. update 8-5-23 whatnot has been working great, all issues I had before are all fixed. Thanks whatnot.
R652	32	This app is horrible. Expect to reload it 10 times for each live stream you enter just to get ot to work.
R653	32	Keeps saying I am joining a room ever few seconds while I'm already in the room, while on wifi but if I'm not on wifi it doesn't do that.
R654	32	The app is working good with only a few glitches. I get a pop-up that tells me the live stream works better in the whatnot app, while I am in the app. It is difficult to get it to go away. Also, the volume sometimes doesn't work and I have to leave the live stream and re-enter a time or two. ***edit.... The app seems to have bugs worked out so I'm hoping my reading to a 4. Will revisit later.
R655	32	Not working. Can't get into any of the live shows. This update sucks.
R656	32	This app is addicting and awesome, such a great time and fun community! My last review was lower because of bugs and they do still have a few. The biggest one on my pixel 6 pro is if I close the app without backing out of the video first or else the audio will continually play and I have to reopen the app, click any stream, then back out of the video before I close it.
R657	32	Almost every time I go to a stream, i get stuck on it and can't back out unless I choose the app completely down. The app is great but this bug has to go.
R658	32	Ugh it was working fine until this most recent update. Now I am unable to leave the streams I enter. I have to force close the entire app if I want to go to a new stream. So annoying. Please fix this.
R659	32	App is great until this new update. Live streams are great, most sellers are decent people. However, after the update today, Dec 22, the app no longer works at all. Please fix this
R660	32	Ever since new update my streams dont show up whatsoever I have to keep closing app just to try to fix it.
R661	33	I thoroughly enjoy this site and highly recommend this stream to everyone....T\$
R662	33	Amazing App... Prizes Galore!!! Great Streamers and Amazing People!!!
R663	33	Awesome app ! Great streams and good vibes. Awesome pokemon collections and some amazing people who share the hobby.
R664	33	Streamers need to be monitored better
R665	33	LOVE IT I STREAM AND IT IS GREAT!
R666	33	when im doing a live stream nobody can hear me
R667	33	Great entertainment most streamers want the best for there followers and viewers!!!
R668	33	it's a great time streaming on here I have had a blast I would say if you can't handle being a little fish in a big pound for a while than it's not for you
R669	33	Love this app and the whatnot community such a great app to be a streamer on
R670	33	great streaming.
R671	33	great streamer great products
R672	33	Give this streamer a chance. You won't be disappointed.
R673	33	fantastic streamer, thank you
R674	33	get place to buy and watch streams. make friends and chat.
R675	33	whatnot is the best streaming app out there.
R676	33	I don't wanna watch a livestream to be able to buy something. what is this?
R677	33	cool streaming app, just wish I would get approved to go live on it already

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Table A4. Continued

Reviewer	Topic	Review
R678	33	An exciting app, some great breakers, entertaining but i personal have lil issues wit the app 1. Lately il go into a feed and cant hear or see anything .. i exit app then come back .. i can hear still cant see finally do it sgain everthings working right 2. If im in one stream i cant leave a stream and go into a different stream i have to exit the app then come back .. the app still amazing .. aint nothing like it & yes addicting even when ur not buying anything. THEY HAVE EVERYTHING.
R679	33	Livestreams are really fun to watch
R680	33	amazing !! would be awesome to be able to invite people to streams !
R681	34	Great app for collectors!
R682	34	the essential tool for any collector. I'd be lost without
R683	34	like eBay mixed with Instagram! great for any collector of curious or relics!
R684	34	awesome app for collectors
R685	34	goof for collectors
R686	34	good app for collectors.
R687	34	Best app for action figure collectors.
R688	34	best app for collectors
R689	34	Whata great app for collectors of all types. I highly encourage you to get aquatinted with Whatnot. It's going to be around for a long time.
R690	34	Its perfectly made for vintage collectors like me
R691	34	cool app for collectors
R692	34	great for collectors and birthday gifts
R693	34	great app for collectors, highly recommended!
R694	34	Great app for collectors
R695	34	great app awesome for collectors
R696	34	Good for collectors
R697	34	Great for collectors!
R698	34	great app for collectors
R699	34	Great app for any collectors
R700	34	Wonderful app if you're looking for various goods especially if you're a collector.
R701	35	they cover themselves blame ypu or seller, also kids doing streams selling pokemon card, they dont care, so many fake accounts and scams going on, stay away from this app
R702	35	unregulated casino for tcgs and sports cards. you will almost never get your moneys worth with people passing out cheap korean and japanese pokemon packs for outrageous sums of money or rigging "games". many streamers using shill bidders to constantly over charge on every single item. no enforcement of their own rules. the app is a mess. save your money.
R703	35	it's a cool site. You can buy a pack of cards and it could have a rare card worth a fortune! and you can troll your friends when they're streaming ☹
R704	35	Full of scammers. Don't pay to open Pokemon. If you hit it big your order gets cancelled and the person auctioning gets to keep the 500\$ card.
R705	35	Scam app from shoddy developers. I got scammed for 2200 dollars by multiple sellers on this app. a charge every hour on the hour for 3+ days. It was done on my child's account. I gave authorization for a few shipping charges for free Pokemon cards for his birthday. All of a sudden 12 days later it seemed that every middle school kid that wants to scam you can get access to your info. Que the developer excuses in 3.....2.....1. Look below for developers lies! "Dollar Store" Ebay over here.
R706	35	You'll eventually get scammed & whatnot let's it happen. I've spent about 30k+ on Pokémon cards but their "buyer protection policy" is more like "3-strikes-you're out" policy. This policy punishes the bidder for daring to ask for refunds when u receive wrong items/scammed. You're guilty until proven innocent A lowlife sold me 5 cards totaling about \$605 but sent me cheap cards instead and whatnot banned him but kept my money on the grounds that the previous incidents meant I'm refund abuser.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R707	35	Very addictive and scam heavy site. If you do any pull related purchase with pokemon, you will not receive any card you pull > 100 dollars
R708	35	installed as I just got into Pokemon collecting. Go on and see too many reviews about scammers and whatnot not banning the scammers and just letting them create new accounts. no thanks I'll spend my money elsewhere. Sellers being able to cancel just because they don't want to give the hit? no thanks.
R709	35	it ruined my friend's lives. This site sent them into a whatnot gambling down whirling spiral of debt and obsession over pokemon cards. Figured I'd give it a shot now, too.
R710	35	Warning for all, chances are if you take part in pokemon box breaks or bounty's etc just know there are scammers everywhere not all but whatnot does nothing about it so be careful, no one is vetted so there are fake cards etc stay safe stay smart
R711	35	Never buy pokemon cards from Whatnot. I'm amazed by the people who trust it, then end up scammed. That's on the buyer as much as the scamming sellers. Resealers, weighing packs, straight-up lies, etc... all sorts of things can go wrong. I'm sure it's okay for selling things that aren't as easily tampered with
R712	35	Excessive amount of sellers who pawn fake luxury goods, resealed pokemon card packs and scammers trying to switch grand prizes from winners. Buyers have almost no protection against these practices and it's a gamble ultimately for the customer.
R713	35	By all means do not buy any pokemon card from these app. Majority of pokemon streamer on here are scammer and with reseal pack. It hard to find legit seller. Whatnot is not going to help you when you get scam.
R714	35	they make it easy for people to get scammed, vet who you're buying from and watch how they do openings so they can't switch cards out etc
R715	35	This app is a front for gambling. All the MTG streams I've seen have viewers bidding on a set quantity of unseen cards or "picks" that are randomly selected by the host or app. Viewers hope the cards drawn are worth more value than they paid with some getting pennies of cards after \$20+ bid. Sealed products are cheaper on TCG. Sellers are allowed to keep private messages off making it impossible to contact them if issues arise with shipping. Contact with sellers should NEVER be restricted!
R716	35	Good app need to watch out for scammers though. Dude opened a pack of cards that was obviously re-sealed then banned me when I asked about it @pokemon_central
R717	35	The degeneracy of pokemon. Feels kind of gross here. I've witnessed a scam here as well. Myster bags = pay higher prices for junk and streamer decides when to let someone get the chase. Never trust anyone here. Any 3rd party pre packaged anything from these people is a scam. Avoid. Stick to ebay.
R718	35	we are told not to do gamble shows but card kingdom can and not get banned bullies will erase 1 star reviews and bloc you for selling a 0.25c card for 21usd
R719	35	They allow scammers to sell and open pokemon packs live and then when the seller scams the person who bought the pack and allows the seller to cancel the order and not fulfill the bounty they were promising in the live stream. Whatnot is just filled with a bunch of scammers taking advantage of people.
R720	35	Do not buy pokemon cards from these streamers. They set up for the scam by revealing packs and mapping cards for the scam. The only honest streamers are the small stream people
R721	36	they don't enforce their policies far across the board
R722	36	App so annoying keep on banning me for nothing I try to make a live and they ban me and idk what I even done.
R723	36	This app is horrible. They falsely banned my account because someone thought something in the back of my show was for sale, I told them it wasn't. They treat their sellers horribly! If you get this app be extremely careful. You'll barely make any profit and they will treat you like trash. UPDATE: They have still done nothing and now are refusing to give me my money that I hadn't yet cashed out. They are lying saying that I received and cashed a check that I never received. I just want my money.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R724	36	They restricted my account for no reason so I cant buy anything now & the funny thing is I never even got to buy anything yet....
R725	36	DO NOT DOWNLOAD. whether it be whatnot or someone on whatnot that took my details they took over £1,000 out of my bank account! luckily this fraud has been made aware of by my bank and Action Fraud who will be checking. if you value the safety of your money you will not download this app where the fraudulent hackers run rampant. Update for devs: username is the same as this one and I did not put through a ticket.
R726	36	I have never seen an app that bans people on registration. This is so stupid
R727	36	I was on the app for over a year everyone in the Disney community knew me. I went to go do my first show Saturday. and was banned. I couldn't even defend my case and got automatic responses that I supposedly negatively impacted the community. If that were true then I would never had modded for the people in the top of that community. They will be hearing from my lawyer.
R728	36	Refused to help me when two purchases on my account weren't made by me. Saying it was someone in my household.
R729	36	Awful experience. I had just joined the app, went to check out a stream for bullion and gold coins. I had a question about the merchandise (wanted to know the weight as that's pretty important for items like these) but was banned and dm'd by one of the mods telling me to enjoy my ban. The mod then appealed to WhatNot to get my dm privileges taken away. They did so. I appealed to WhatNot to get my dm capability restored but they maintained the decision due to a violation of "community guidelines"
R730	36	Installed this app for the first time, signed up for the first time and have been permanently banned for violating policy's. I have no idea what these alleged violations are because after exhausting an appeal to change there decision they didn't lift the ban or give me a reason why I have be banned in the first place. Stay clear of these people.
R731	36	banned me for no apparent reason
R732	36	absolutely ridiculous inconsistent policies. banning several friends and affecting their livelihood(not violating tos btw) while others do the exact same thing. absolute clownshow
R733	36	Would not down load they life time banned lots of people with out explaining why
R734	36	they tried to take my money and banned me
R735	36	what's the point of letting me download and create a whole account if I can't even sell on it. still not worth it if they limit what countries can actually sell on it
R736	36	I was banned for no reason I had 90\$ in my account they won't give back I bought some stuff on there that ended up being fake do not use this app it's a mega scam
R737	36	Will ban you for nothing, tried to hook up my tablet while my phone was dying, and than just keep you off for good no reasons. Don't use is a huge pain to get funds back when they ban you because the AI bots are programmed to.
R738	36	Was blocked from my acct with no warning and unable to access my orders. For voicing my thoughts on a subject. This app is trash. Addictive and it will drain your bank account. And they with block you and you will not be able to access account or appeal it with absolutely no warning or explanation. And if your able to appeal with facts and state your innocent your account access won't be restored in a timely manner. I'm furious and wish I never downloaded this garbage app. It should be illegal..
R739	36	banned for me legit reason
R740	36	They restricted me for no reason. They told me to appeal through email and I did FIVE times and they never unrestricted me. 3/10 customer service.
R741	37	I just started watching!

(continued)

Table A4. Continued

Reviewer	Topic	Review
R742	37	best action I have ever watched they doing awesome job keep up what you all are doing 7-13-2025
R743	37	I can't say enough good things about WTH. I love watching. ☐
R744	37	it's pretty dope but just like anywhere else watch what you buy!
R745	37	So far the app has been interesting. i have not bought yet-but i enjoy watching.
R746	37	Past shows not available anymore cmon man
R747	37	I am new and have been watching the excitement happening with whatnot. I hope soon I will go live...
R748	37	This is so much fun to watch and see the different things that are offered! Love it!
R749	37	Great deals, interesting to watch and read the comments.
R750	37	haven watched one yet
R751	37	dcatt is exciting and enjoyable for me to watch. Wednesday & Thursday at 4 p.m.
R752	37	I'm new to it, but I've watched my best friend enjoy it for quite sometime now, and he absolutely loves it....it seems very simple, smooth, and easy to use. I'm excited to get involved with it myself....)
R753	37	awesome watch.
R754	37	Nice forum, but watch out for higher cost. Some are really cheap, others are not...
R755	37	it's fun watching packages being opened and seeing some surprising finds!
R756	37	fun app watch your wallet
R757	37	Love stopping in and watching ya'll being funemployed ☐ Happy Whatnotting. ☐
R758	37	Love watching all the concerts
R759	37	great app and exciting to watch and bet...
R760	37	Fun to watch or buy
R761	38	so complicated for no reason and makes no sense eBay is way better
R762	38	Great alternative to ebay
R763	38	RECENTLY WHATNOT IS BECOMIING LIKE EBAY NOW, NOTHING BUT BROKE BUYERS LOOKING FOR FREE STUFF
R764	38	I'd trust eBay 1st....
R765	38	Better than eBay. whatnot rocks !!
R766	38	Love it! So much better than eBay!
R767	38	cheaper than amazon and eBay i love it
R768	38	Whatnot does not respect my time or all the money I spend. I'm going back to Ebay!
R769	38	This site/group you have found the one stop shop blows the competition away in my opinion and ive tried most of them including the big ones ebay doesn't even come close this site totally backs who it should depending on each transaction great job guy and gals you are killing it!
R770	38	Garbage: keep to ebay or amazon
R771	38	Beats ebay by miles
R772	38	I'll pass. Ebay much better.
R773	38	Awesome app. Reading the other comments you wouldn't think so but I bet ebay put them on here too try and keep their competitor down ☐
R774	38	Great app..much better than eBay
R775	38	This app is amazing, whether you're an online seller or not. Whatnot is an excellent alternative to eBay's high commission. Lower commissions, free shipping, and easy setup. There are a few eBay concepts I would like to see in the future, but regardless Whatnot is amazing!
R776	38	Love this app! Will be the new Ebay soon :)
R777	38	Great service, much better than eBay!
R778	38	I love it much better than eBay
R779	38	Better to just go looking for things on ebay or Amazon.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R780	38	Can't even verify, this app sucks. I'll just buy stuff on ebay.
R781	39	very easy to sign up don't know why I waited so long
R782	39	super easy to use and sign up can't wait to start selling
R783	39	I'm really not sure about this app or their sight. Apparently, you need to sign up before you can even view anything. Now I get signing up before you can bid. Yet you can't even check out their site without signing up and giving them all of your information. well, you won't be getting mine.Because there's no point if I can't tell if you're worth it or not. As for where I stand currently, you're not worth it. You gotta ask yourselves, people... How much information are you putting out there?
R784	39	Whatnot a good company to do business with! Won't let you sign up for an account because of their insanely punitive verification measures. I'm a real human that you won't let sign up for an account and I really hope you go out of business!
R785	39	Requires a sign-up just to look. I'm fine with signing up to sell or buy but I'm not signing up just to window shop, stick with Craigslist.
R786	39	Demographic questions should not be required to sign-up.
R787	39	Deleted it right off, I don't stay on any app that makes me sign up without even being able to look around to see if it is something that I want to sign up for.
R788	39	love this app. but when you sign up and they say you will get \$10-200 they really mean you will get \$10.
R789	39	it is so easy to sign up and to look at a whole variety of different things you may like
R790	39	Annoyed, before you even begin you must jump through a bunch of hoops, including a 45 min zoom cal (mandatory) before you can sell any. It's extremely inconvenient and pointless. Any other app you just sign up for and put your info in and done.
R791	39	love my signed print
R792	39	I really Love Whatnot its fast and easy to sign in.
R793	39	so far frustrating to sign up
R794	39	I can't honestly review yet. Just signed up.
R795	39	I can't even sign up for this app because it says my real first name is to short lmao like what?
R796	39	Incredible app. If your new, sign up with the name Packman to get a \$10 bonus. Everything you want is all here on this site/app! Unleash your inner geek!
R797	39	I don't no anything about this app yet just signed in and started looking around a bit
R798	39	i just signed up and already a problem.
R799	39	very easy to sign up as a buyer and seller. app works extremely well
R800	39	Worthless app can't even sign up after downloading
R801	40	I spend way too much money here ☹
R802	40	love this app,but I spend alot of my pay check here
R803	40	love this app unlimited spending ☹
R804	40	warning: you will spend a lot of money ☹☹☹
R805	40	i do really like this app but they should have an option so you can set a limit to spend. i see many people saying they've overspent
R806	40	love this app, already spent to much money lol
R807	40	Dangerous app... I spend too much money on here ☹☹
R808	40	Fun.. But be smart with spending!!☹☹
R809	40	Horrible app. Got my ip flagged for no reason after spending thousands of dollars on the app.
R810	40	Love it easy to spend to much though
R811	40	love this app° have made extra cash!!
R812	40	I love this app! it does take a little learning curve initially but once I got it down it wasn't that bad. I've spent way too much money but totally worth it!!

(continued)

Table A4. Continued

Reviewer	Topic	Review
R813	40	It's a very well designed app that will cause you to spend all your money without realizing it.
R814	40	be careful not to spend your bill money lol
R815	40	sooo money perls
R816	40	Pathetic. Way to spend money
R817	40	This app is ridiculous. Spent alot of money and this app is horrible
R818	40	super cool concept lol I've spent so much already
R819	40	Man forget this app. I've spent so much money because of this damn app. Great app though! 11/10
R820	40	Very good, careful not to spend too much on here lol
R821	41	I hope this app brings me good luck so I could have some money and sell coin ☐
R822	41	i got gold ones for five, andeh just one dollar rolled in half with Gould.
R823	41	I just signed up, hoping to get a nice coins
R824	41	I think you should buy up whatever coins that are worth something.
R825	41	the person sincerely knew each coin value this potentially could be a great place to be a money maker. personally I don't have that kind of cash to throw around but it takes money to make money. I do enjoy the app quite a bit though
R826	41	cool app. some great prices and coins. But, be careful, it's easy to get caught up in their games and spend a butt load of money. the games are fun, but make sure you understand how to play.
R827	41	I like your selection on all the coins
R828	41	best place to look for coins trade and everything
R829	41	fun place..some good deals on coins
R830	41	I love how there is multiple channels with different coins being sold.
R831	41	i really like this site i can buy my coins on here and start my Collection.
R832	41	love the coin shows
R833	41	I like to collect old coins and I sell them even if someone wants to buy them from me
R834	41	amazing app! I'm still learning how to use all of its features. I've bought some coins no problems at all. I'm also a seller but my first show was kind of a disaster I didn't know that you could do a private show before you begin basically practice runs there's a lot on this app that you need to check out. but I recommend it to anyone who wants to buy or sell items it's also a lot of fun ☐
R835	41	Love This App! Buy All My Silver Coins From And Gold.
R836	41	Great for all your Cryptocurrency needs.
R837	41	looks like a great place to get some cool coins etc.
R838	41	I cannot sign into coinhub
R839	41	supposed to be able to get a free roll of coins, but cannot get link for it
R840	41	responding live is terrific about coins
R841	42	This have everything that I be looking g for in pop figures
R842	42	Great app definitely would recommend two channels called precious_pops and stelly army_pops (very recommend)
R843	42	Had to stop buying from Whatnot. More times than not the pops are damaged and you can't tell until you receive them or the plastic that's holds them on the inside is ripped and damaged and not disclosed by sellers. Some good trustworthy sellers also.
R844	42	It's cool app on the idea how the pops value
R845	42	it is a great app to buy things but I mostly buy pops
R846	42	love the app, i buy my pops from here and i always get what i buy
R847	42	A nice app that has cool stuff and its easy to find a cool pop at a good price for a beginner like me
R848	42	Excellent Pops, great condition and prices

(continued)

Table A4. Continued

Reviewer	Topic	Review
R849	42	I got I'm first pop great app
R850	42	I really like whatnot excellent site for pop and stuff
R851	42	this is a awesome app I would love to sell my pops on it.
R852	42	Great Pop Shopping or Selling
R853	42	Not to bad but there stopping people from post pops that are in Protectors when other people have pops in protector and there selling them
R854	42	Awesome app with awesome people have personally bought a really nice mint condition my hero pop
R855	42	Finally an app specifically designed for buying/ selling pops. Great model, first purchase was a great experience. Well done!
R856	42	Great app to sell POPs
R857	42	Dope, I'm a pop collector and I get the best from here.
R858	42	Best Pop selling and buying app, hope they will add a UK version, still it's very reliable and cheap plus the delivery is fast and the pops arrive in mint condition, can't recommend it enough.
R859	42	I love this app the pops are priced right and the sellers stand by there products cause there buyers as well no high priced garage here
R860	42	I just bought two Pops and am excited though it would be good to be able to chat with the seller. Hope this app gets better over time
R861	43	Described in an advert as a Japanese eBay but just full of people selling things on live stream videos. Deleted App and my "Whatnot" account straight away.
R862	43	grade A+ service. every time I haven't gotten a product that I purchased 100% of the money was refunded. I trust Whatnot completely. you just need to weed through the streamers to find one right and good for you.
R863	43	This app is not for me. The live stream feature is pretty neat, but there are tons of fake products and scammers trying to redirect you from the site for payment. I can't recommend it and it didn't take me long to come across these things on the platform. I'm sure there are some good sellers here and the app could be nicer, but for now it's not something I want to deal with. I'll stick to ebay.
R864	43	I'll stick to Mercari. hate the live stream nonsense especially when most ones are some scalping scam nonsense. outside of that, the shipping is outrageous on pretty much anything and it's not even worth it because this app is way too niche to find good offers whether you're buying or selling.
R865	43	Most channels are running scam style roulette games or selling at scalper prices, and even if you do get a good deal on something theres nothing stopping a seller from just not sending you the item you won, letting you refund it, and selling it to someone else at a price they wanted it to go for. These practices are encouraged and so commonplace due to the fact that the sellers are like twitch streamers, they have their own platform-specific notoriety so they get away with it.
R866	43	Whatnot is terrible to deal with. There are mostly honest channels, but there is also a lot of scamming going on, too. Whatnot makes up their own rules as they go. All I will say is be careful using any channel that consistently uses whatnot randomizer because I'm not convinced that it's truly as random as most people would think it is after watching hours of how different channels use it. Some channels I think use it legitimately, but others I'm not to sure. The more money you spend
R867	43	Full of scammers, liars and people only buy from big streamers . if there's any issues u have to jump though hoops and big sellers have no consequences but they bring all the money so they do what they want as long as they keep people legal gambling on the app. Whatnots response says it all they will always back there big streamers before helping customers or cleaning up there app

(continued)

Table A4. Continued

Reviewer	Topic	Review
R868	43	This app is a scammer's dream. I've seen plenty of streamers selling fake items and the app doesn't care.
R869	43	this app is for big streamers to profit and scam people out of their hard earned money it's pretty obvious makes me sick that there are people out there with that kind of greed
R870	43	I think it's absolutely wrong that you only let you tubers sell. You are missing out on alot of great people that sell and don't have you tube channels that could be more money for you but oh well your loss guess status is more important to you then making money too bad this could have been an awesome app for everyone.
R871	43	Wanna overpay for something being sold by pseudo celebrities and rip off resellers? This is the app for you. Wanna buy something at a reasonable price or watch a stream from someone who actually has something funny intelligent or inciteful to say? Look elsewhere.
R872	43	If they ever offer free money to join they are lying if you subscribe to certain YouTubers for a free \$15 they are lying it doesn't work
R873	43	great way to earn..but the fees whatnot takes from the smaller streamers is affecting them from getting bigger
R874	43	doesnt have a website, only available on app. the whole strategy to sell during live shows is backwards and suspicious
R875	43	Misleading ads with God pulls riddled all over reddit. I won't even entertain this garbage. Would rate 0/5 if possible.
R876	43	Very fun, but very shady. This site feeds off FOMO to make money and anyone not treading carefully can end up spending too much money. There are also a lot of "mystery box" streams that are very blatantly just unregulated gambling. Not a good look at all for a site that isn't strictly 18+
R877	43	some streamers are cool. some aren't. i like to buy some stuff on there when it doesn't seem scammy
R878	43	They lie to get you to download the app. I unsubscribed to the person who was promoting them and disliked the video they promoted their app in. No need to lie to people to get them to download your app.
R879	43	App still has a lot of issues like viewing past streams. Just not worth buying or selling when you add in fees, and with that brings in a lot of scammers. Not worth it. Avoid this platform.
R880	43	Has some interesting content sometimes. The best thing that happens on this is when Magic The Gathering artists hop on, and share stories while selling various items, such as Artist Proofs, sketches, tokens, and prints. #MtG #AP
R881	44	Great app love the experience
R882	44	Great experience!
R883	44	have had a great experience with 99 .9 percent of the shows on whatnot . thanks for such a great time so far !
R884	44	Great opportunity
R885	44	awesome experience
R886	44	poor experience all around. don't reccomend.
R887	44	overall good experience
R888	44	Whatnot IS AN AMAZING Opportunity!
R889	44	fun experience
R890	44	Best experience ever!!!!
R891	44	Having a great experience with this app!
R892	44	I was impressed with my first experience!!!
R893	44	very good extraordinary experience

(continued)

Table A4. Continued

Reviewer	Topic	Review
R894	44	great experience so far
R895	44	awesome experience get to learn more of what is going to happen n what to expect.
R896	44	only been on once and ok so far..better experience, better rating
R897	44	Great experience
R898	44	awesome experience
R899	44	Incredible! Like nothing I've ever experienced before
R900	44	very happy with my experience on Whatnot.
R901	45	the app keeps insisting that my address dosnt exist even though I used the search function and found my address on it. I cant even buy anything so I cant really rate positively or negatively.
R902	45	I love the idea. I can't add my address though. It claims that my address isn't valid, and there is no way to contact anyone about the issue
R903	45	Kept telling me my address is invalid. Didn't tell me why. Won't be using as I can't tell the app what my address is.
R904	45	What do I do when my address doesn't exist on your app????
R905	45	It won't let me enter my address. Always says Invalid Address.
R906	45	Couldn't even use the app, as apparently my address "isn't valid." never had that problem before. disappointing.
R907	45	useless as it won't even accept my address even when I use their search feature, constantly says invalid. therefore I cannot even use the app
R908	45	Doesn't let you add Wyoming addresses
R909	45	Would not accept my *actual* true address. The app insisted that its recommended address was the correct one, and would NOT allow the real address to be put in. I know my address - and I know that the version they were insisting on ALWAYS results in packages not being delivered. Pointless, useless app if you can't get purchases delivered. 1 star, I'll consider updating my review and using the app again if they fix it. UPDATE 11/28/22 Still no response from the developers. ☹️
R910	45	wouldn't let me add my address and said it was invalid I triple checked it and them when I tried use search it said search was not working
R911	45	Bad app bad connection foreign
R912	45	Invalid address no matter what I type. No way around it. Worthless
R913	45	couldn't enter my address
R914	45	So hard to add you address and bank details so annoying
R915	45	my address won't come up
R916	45	it won't let me add an address for a giveaway. useless waste of time
R917	45	Tells me my address is wrong so I cannot use the app.
R918	45	can't add addresses
R919	45	went to the wrong address. I have an updated address with Whatnot but the address has not been updated and someone took the package.
R920	45	Difficult to set up as an international (asia) user. I can't even put in my address as it keeps popping up with "Invalid Address" yet it won't tell me which part of the address it has a problem with. Would be better if they kept in mind that not all countries use post codes and also often times have longer addresses. A shame because there seem to be a lot of interesting sellers and items to purchase.
R921	46	Good clothing at a lower price.
R922	46	very nice vintage clothing ☺️ adorable clothes.
R923	46	got savings, nice clothes x
R924	46	spend too much money but love what's not it's fun and the clothes are cheap and amazing, great sellers
R925	46	The crazy scoops are my favorite and the t-shirts are great quality.

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Table A4. Continued

Reviewer	Topic	Review
R926	46	Great app for buying extremely affordable clothes and accessories. Sellers are friendly and helpful if you ask for a particular size or style.
R927	46	I recently got lando calrissian in shriff outfit outfit so far hopeful i buy sum more kus the pop came in mint condision
R928	46	A bunch of people who do not disclose what is wrong about their clothing. I would stay away from this app.
R929	46	I haven't bought anything yet, but what i've seen so far looks it's like a great deal. I have a love of shopping at thrift stores and this is like shopping online at a thrift store.
R930	46	Auctioneer in your pad without him chaawin on your new rugs and stepin on it to hide your new white rug stain!
R931	46	Very nice selection of dressed and very well priced. Would definitely buy again
R932	46	good place to find anything retro cards, video games,action figs,vintage clothing and meet and talk to new people the only advice is make sure u check condition of items before buying them to avoid surprises like discs scratched more than u thought
R933	46	great clothes at affordable prices
R934	46	awesome quality clothing
R935	46	thread thrift awesome
R936	46	Such a wide selection of quality, great value & interesting clothing. Such fun watching the live show![] Excellent pairing ideas[] Interesting options []
R937	46	I just want to buy clothes not auction old clothes on live
R938	46	I just want to but a t shirt or sweatshirt from what the Hale\$
R939	46	very good way to find deals on games and clothes!
R940	46	CREAM PIE SPECIALS
R941	47	seller is fraudulent
R942	47	Lots of scammers. Lots of shill bidding. Buy the packs and open them yourself or risk it and hope you find one of the rare honest sellers.
R943	47	Unregulated sellers, scamming thier viewers.
R944	47	Every seller gives the "Scam infomercial targeted at grandparents with Alzheimer's" vibe
R945	47	Some of the vendors don't disclose everything on the products sold.
R946	47	whatnot needs to crack down on bad behavior by sellers
R947	47	They condone scammers. eBay, Poshmark, Mercari all have better policies for Buyers and Sellers.
R948	47	Lots of scammers but many honest sellers who often are buried below the big sellers.
R949	47	this app is a scam they will give you a few things and they rip you off on the bigger items,please don't shop there.
R950	47	They don't hold sellers accountable and are fine when they break the law. Shop at you're own risk expect to be scammed.
R951	47	App is full of scammers!!! Whatnot does not hold them accountable. You will waste your money buying from these "sellers"
R952	47	Beware of scammers and dishonest sellers. Whatnot 100% favors the seller, not the buyer.
R953	47	I was scammed on here from one of there sellers and they aren't honoring there buyers guarantee, buyers beware!!!!!!!!
R954	47	Most the sellers are good but Whatnot let's scummy sellers scam people with price fixing to scam new users. Horrible experience. They allow it because it generates revenue.
R955	47	well I see that whatnot supports pedophiles on their app now as their largest breaker. not surprising with all the other scummy sellers on there
R956	47	Spent 100s of thousands on this app. Got scammed for 15k and 2k. Sellers are not reputable.
R957	47	Most sellers are ok but a lot of scammers

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Table A4. Continued

Reviewer	Topic	Review
R989	49	I said I was from the united states' and it won't let me into a "us"only givy
R990	49	I like this way of buying and you can get good bargains. Except the shipping costs are high, Canadians are selling in US\$, which hurts the actual bargains for Canadians.
R991	49	I actually love Whatnot and have bought much from them, so why the 4 stars? They do not cater to international buyers and gear their platform towards the US buyers only. Coming from Canada we have to pay an accessive amount of shipping and customs on every purchase. We can not enter any giveaways even BUYER APPRECIATION give aways which considering how much we are paying seems extremely unfair.
R992	49	Too expensive for Canadians to use. The shipping cost are out of control. Had a \$47 + taxes USD shipping quote. Shipping, taxes and exchange rate make it hard to find any deals.
R993	49	really tried with this, the shipping and micro fees already made it not really worth it in most cases, but now they refuse to ship to Canada originally they made everything non shippable to Canada be ause of the post strike but that's been over for a long time now and they never bothered to change this back. shipping everywhere in the world ac elt Canada with no reason is scummy so deleting it
R994	49	no one sell mtg stuff to Canadians
R995	49	Probably a good app for those in the USA but the shipping charges people are trying to put to Canada is outrageous. One guy wanted over \$50usd to ship some pokemon cards to Canada.
R996	49	Can you please make a deal with Canada Post like you do in the USA please
R997	49	Garbage app lets you sign up with Canadian number but can't ship to canada
R998	49	App is great, but shipping to, within, and from Canada is abhorrently expensive and is such a deterrent that I don't know how Canadians can purchase or sell on this platform. □
R999	49	Not the best, not the worst. Shipping costs for international (Canada) rates are terrible and cancelation issues are apparent and whatnot tends to lack responses after initial contact. Expect glitches if you are becoming a user.
R1000	49	not canada friendly
R1001	50	nothing but scammers stay far far away from this app. scammers gambling and carnival games thats all this app is anymore
R1002	50	this place is full of scammers it's not what it used to be and those games outta be illegal their algorithms to win the best prizes if you notice no one will ever win the best prizes until the end, always!! never will anyone hit the top prize until the end. it will make you spend hundreds of dollars and all you'll get is a measly gram of silver. just remember, the house always wins
R1003	50	designed to get people into gambling with no age verification, it's clearly a scammers wonderland as well
R1004	50	WHATNOT IS A CASINO. they will gladly take ur money and even when you've clearly been scammed. they won't help if it's outside of "14-day buyers protection." they want u to reach out to the seller, and when u get dragged along. the moment ur out of the 14 days. kick rocks and to the casino claim. they sell "breaks." It's a roulette wheel. Where do u see Roulette wheels? In casinos.
R1005	50	A gambling app that allows children to enter would be bad enough, but on top of that the winners don't pay out? Not only is this app terrible, it's a wonder it's even legal.
R1006	50	This is a straight up gambling app full of schemers and quazi-scammers. The breakers will lie and the publishers should be accountable for so many people being taken advantage of. There's also dozens of children well under 18 that attempt to sell cards here. Google, take heed and do something.

(continued)

Table A4. Continued

Reviewer	Topic	Review
R1007	50	they dont like to hear the truth to protect buyers. the games are not fair and when you actually do win they down grade your prize Google should do a little more checks into who's on the play store
R1008	50	nothing but gambling. used to be able to bid on products. now you bid on wheel spins to have a chance at a mystery bag to have a chance at a product. absolutely insane and simply sad. -reply... I did report, whatnot does nothing because it is gambling for prizes and not cash. ppl paying for \$30-\$60 wheel spin and winning \$5 packs for a chance to win a \$500 card is gambling. specifically KardKing47. they LITERALLY have the floors and ceilings listed, which are used for gambling.
R1009	50	platform for gambling and scalping
R1010	50	illegal gambling (surprises now?)
R1011	50	Unfortunately full of scammers, and people breaking the law denying people their prizes. Everything is extremely overpriced, but great for people with gambling addictions that will spend hundreds of dollars to maybe win stuff worth pennies. The app needs a huge revamp. Vet the sellers, get rid of the scammers. Lots of potential if the owners cared at all.
R1012	50	dont be fooled its a gambling app every stream with a game is gambling if you dont know the definition of gambling here it is spending money on a unspecified prize hoping to get the desired outcome to increase profit or risk loosing profit and thats what every game is guess a number and thats the prize hoping for the top prize to get moneys worth but most time you you take the L they call it surprise sets but its gambling if you dont know what your paying for its gambling.
R1013	50	this is just gambling and overpriced market with high shipping costs and a bunch of people not really doing anything but repeating that there are spots left to jump in so you better hurry. NOT a good app. gambling is not allowed? whatever corporate speak you want to use still doesn't change the fact that people are spending money to bet on a slot in which they have a chance at getting a prize....gambling. and obviously there has been a crafting of words to say you aren't allowing but are.
R1014	50	This app is essentially a gambling site for minors by luring kids with trading card mystery bags. Please do not have kids on this site. Also, there are many scammers on the app now. If you get scammed, the app developers won't do anything.
R1015	50	Seems like a app for gamblers. All the pulls games, mystery game, spin games and anything that seems you pay something to get bigger things. Just like gambling. Also the giveaway algorithm is horrible. There's 50 plus people in a stream but the same 4/5 people win countless ones. Its always the same winners, lame.
R1016	50	Gambling app full of kids overpaying for stuff they dont even want. This app is far much more dangerous than TikTok with zero regulation or oversight. Every day you'll see people running out of money and banks refusing transactions because this is literally a virtual casino with no valid age restrictions.
R1017	50	Dodgy gambling, good luck
R1018	50	it could be a great app with more supervision. vary few breaks do I not see someone jacking the price up for the breaker. it's a gambling app really.
R1019	50	Fancy packaging but rotten on the inside - promotes gambling
R1020	50	There are far too many scumbags on this app who will flat out lie about product quality and authenticity. This app is also overrun by thinly masked gambling in the form of all these "carnival games" that plague this app. The idea of live auction selling is an amazing idea, but thisnapp needs more thorough moderation. Whatnot is *extremely* lax with their moderation and will do absolutely nothing to prevent these disgusting people from promoting gambling and lying about their products.
R1021	51	Easier navigation of what your looking for and better placement of what you search for. And a option for cheap to expensive choice of what your looking for example COINS.

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Table A4. Continued

Reviewer	Topic	Review
R1022	51	hard to navigate and find anything good
R1023	51	I am obsessed with this app it so easy .. i can't stop looking .. so many options
R1024	51	so easy to use and navigate i love the possibilities.
R1025	51	The Whatnot app makes reselling a dream. The interface is easy to navigate and the support team is phenomenal!
R1026	51	awesome app easy to navigate ☺☺
R1027	51	it's a little hard to navigate for me ATM but so far, as far as deals go it's bar none!
R1028	51	Super easy to navigate!
R1029	51	awful layout, terrible to navigate, gives you a head ache trying to find or make sense of anything, I'll stick to the normal usual selling apps from now on.
R1030	51	the app is super easy to navigate and I have never had a problem
R1031	51	difficult navigating on site.
R1032	51	Super easy to navigate while having all what I need.
R1033	51	great UI and easy to navigats
R1034	51	so far easy to navigate, but haven't purchased yet
R1035	51	hard to navigate and find what I'm looking for.
R1036	51	kinda hard to understand and navigate.
R1037	51	New to whatsnot, but thus far seems pretty easy to navigate. Just placed my 1st order. Easy to use...If you don't hear back from me, everything went as planned...if not, I'll be back to y'all all about it
R1038	51	easy to navigate
R1039	51	Awesome products but hard to navigate the app
R1040	51	hard to navigate app.. where's this "drop" thing...
R1041	52	this app will deny you help if you have an issue with your item. they allow sketchy people to mislead you and sell broken or missing items and won't help to make it right. BEWARE
R1042	52	Awful app for fees and bigger sellers plague the app, bigger sellers are kept under whatnots wing and never have any consequences for going against ToS but when a smaller seller does the same thing Instant ban, the app is also plagued with children sellers which is also against ToS but whatnot doing care as long as they are rinsing you for money in fees
R1043	52	I'm addicted. Also as a warning you gotta watch prices because i have found a few of those sellers being rude about their products when asked questions about the products. a note to the sellers you say bid responsibly and repect bids but dont respect your customers. I wont buy from rude sellers and I warn my fam and friends. Thankfullyly whatnot does work with you if something is wrong.
R1044	52	app protects the seller much better than the buyer. I had three instances where I should've been helped by the app, and I never received what I should've won. then they reviewed this and gave me a suggestion to check out their support team. you let them do me dirty and didn't help. Why would I try and reach out still??? terrible as hell. Maybe it was an automated message that makes it even worse, lol.
R1045	52	RESELLERS ARE RUINING THIS APP!!! nothing but zero integrity, no class, resellers outbidding any and everyone leaving the collectors or people who just want to enjoy items with NOTHING because we don't have the money to have to fight with every reseller. They buy it low, cheat people AND THEN SELL IT ON THE SAME SITE IT'S DISGUSTING. Resellers will and are be the reason why this app fades away. DON'T BOTHER
R1046	52	Not customer friendly. I tried to sell on the app and was banned for some reason, stating trust and guideline violations. I sent multiple emails, asking to be told what violations were done. It never was given an explanation, just said that I was banned. I informed them that I would make a negative review and looking at all the reviews made recently, I would say seller and buyer beware, not a customer friendly company.

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Table A4. Continued

Reviewer	Topic	Review
R1047	52	When a seller gets suspended customers can't see if they're order is shipped or not. What kind of children run this app. Tiktok shop where breaks are allowed and the new Ebay live will take over this market.
R1048	52	amazing app. but why are the sellers allow to block a buyer when we give honest comments. I bought a speaker from a seller and a piece of it broke so I gave him a 3 star but got blocked.... I've bought multiple things from this seller over times. Sellers should not allow to ban people that give honest opinions.
R1049	52	This app is buyer beware. Buyer protection is almost non existent. There is no way to talk to any person. Only a drop down menu with a few standard options, which seldom are exactly the problem. This app cares ZERO about protecting it's buyers. Zero. Be warned.
R1050	52	Worst sellers on a platform I've ever seen and what notes buyer's protection group is the worst they will not protect you from these people and they will not do anything to them.
R1051	52	Whatnot's service is a joke! Ordered a 21" Curious George for my grandbaby's 1st birthday. After four days of seeing 'preparing packaging,' I asked support about the delay. Their brilliant response? Cancel the order, leaving a 1-year-old without their gift. When I asked how they'd fix their incompetence, they did absolutely nothing. Instead, I got the same feckless platitudes spewed by support agents who sound like they were trained at USAID—masters of doing nothing while pretending to help. UGH!
R1052	52	Terrible app. The company running this app is awful. They don't care about sellers or buyers at all. Don't enforce rules at all other than the occasional slap on the wrist and not even that for bigger sellers. All in all this company doesn't care about anything other than making their commission. Will do anything to make sure they don't pay anyone. Change the rules constantly even though they rarely enforce them. They do nothing to earn their commission no advertising nothing.
R1053	52	Great for buyers but customer service for sellers is an absolute joke. All ai generated answers that don't help at all. If your looking for an app to sell on its good until you have issues and need to contact customer support aka a computer that won't give any answer aside from what they program it to give you. I hope none of you have to deal with customer service because the ai system they use for email responses is a joke didn't help me at all
R1054	52	Fantastic if you are skilled in FFS or "fast finger swipe" ☹️. I have gained some fantastic bargains from some lovely Sellers. I gave 4 stars because I've witnessed online racist, harassment and bullying of one seller and it appears it was reported but not much done about it. ☹️
R1055	52	Unregulated, Untrustworthy, Uninterested Whatnots - customer service is quite lacking and they punish you for disputing even when you are in the right. It is so unregulated and many sellers lie about what they are selling such as condition and things such as wheel spins and the "Floor" price. It takes months to sort these out when you the buyer have been scammed by a seller as whatnot doesn't really care at all. My advice - just buy from eBay. They have buyer protection, unlike whatnot ☹️ Fraud
R1056	52	They continue to let scummy sellers get away with lots of things. I find it absolutely ridiculous that sellers can ignore emails from whatnot support about missing items that were bought or won in a giveaway and have nothing happen to them. Edit: Ticket number: 3302661 I've also changed it to a 1 star review because the same seller has been up to a lot of shady stuff like: getting his followers to mass report other sellers for nothing, shill bidding and not sending other givvys and blocking winn

(continued)

Table A4. Continued

Reviewer	Topic	Review
R1057	52	Met some decent sellers on here, but there are a ton of scammers and Whatnot doesn't do very much to vet sellers or kick them off. if they do get kicked, a lot of them just make new accounts. I'll still probably use it for certain sellers, but only because those accounts use whatnot. I don't love it as a platform.
R1058	52	Fact you allow sellers like blowout_tech_sales to keep selling and ripping people off makes whatnot very untrustable 99% of the guys reviews are he sold them broken laptops and wont give refunds and dont count on whatnot backing your purchases up i made 3 complaints out of over 100 purchases now whatnot says im committing fraud and can no longer complain about bad sellers no whatnot im not a fraud 3 complaints out of over 100 positive reviews i left on my purchases says im a great buyer
R1059	52	Whatnot is an app where most buyers tend to be sellers on the app! You leave an honest review and then get banned from the sellers show due to it...
R1060	52	Very dangerous app for buyers! I've literally received empty boxes and so called "support" is automated and you get nothing for your losses! Wait! Actually I've heard you get banned for trying to get your money back!?!?
R1061	53	Terrible customer service
R1062	53	good app, customer service has gotten worse recently tho
R1063	53	The app is fun but Whatnot customer support is horrible. Be careful what you buy because if you have a problem customer support is not helpful.
R1064	53	App is horrible. Virtually no customer service/support.
R1065	53	they have no customer service. be very weary about this app
R1066	53	too many rip offs no customer support
R1067	53	customer service is buns. spend butt loads of monies and when you need help they aren't there.
R1068	53	Terrible Customer Service dmed them about an issue a week ago and still haven't got a response horrible customer service. Also why would I tell my username publicly sounds like a bad idea do better....
R1069	53	Worst customer support ever.
R1070	53	Was happy until one group I was ordering from and Was my favorite decided they could careless about my orders and what I won. I was recommending. Now I'm not. I Don't Recommend Lfgroup4131!!!! Customer service is the worst I have Ever experienced. I DON'T RECOMMEND THIS APP FOR ANYONE WORSE CUSTOMER SERVICE I HAVE EVER HAD TO PUT UP WITH.
R1071	53	Some of the worse customer support i have ever dealt with or maybe I should say lack of support.
R1072	53	Customer service is horrible
R1073	53	no customer service unfortunately after your first rtn type issue
R1074	53	terrible customer service and they only will allow terrible uses wouldn't recommend
R1075	53	awful customer service. lots of fake products
R1076	53	customer service is terrible
R1077	53	This app got the worst customer service stay away from this app... I'm Getting sold game that don't work and not getting my money back stay away
R1078	53	Terrible customer service from this company. Don't trust any of their "guarantees" because they don't stand behind anything
R1079	53	the customer service for whatnot is absolutely terrible. they run you around for weeks until you just give up bc they give you no other choices.
R1080	53	Poor customer service.
R1081	54	love whatnot . great selling and buying forum. can be addictive. I've even met great friends on here.

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Table A4. Continued

Reviewer	Topic	Review
R1082	54	the best app for selling and buying love this amazing community ☺
R1083	54	Amazing community everyone is cool, all trolls get kicks, so they're nothing but good people looking for Amazing deals... it remains of garage sale shopping that's the kinda prices you pay „good luck and have fun
R1084	54	Great app and amazing community of sellers. ☺☺
R1085	54	Honestly, whatnot has changed my life!!! So in love with all aspects as a buyer & a seller. Incredible community & so much fun.
R1086	54	Amazing app. Friendly, fun community of seller's, shoppers and knowledgeable people who are willing and to help. It is like one big party!!
R1087	54	Absolutely amazing app! The community sticks together and Bookmark is always showing love to each other and buyers. You will never shop anywhere else after the deal's you get off whatnot. Don't miss out go now
R1088	54	Best buying and selling app great community.
R1089	54	crazy aap. I will be selling on this app too. would love to be a part of the community.
R1090	54	Great plant sellers! what a great community!!☺
R1091	54	Whatnot is a nice selling community. people are helpful also if there are problems. Whatnot will help. Their response time is awesome. I like it there.
R1092	54	Absolutely stunning community lots of deals!! The sellers on here are like no other! Do your Christmas shopping here!! ☺
R1093	54	A great community of buyers and sellers!
R1094	54	Wonderful community for shoppers and sellers. Come join us!
R1095	54	love it and my community of sellers.
R1096	54	Great app for buying and selling! Plus a great community to meet new friends.
R1097	54	this app kind of makes my anxiety high lol.. there's so much going on in one app and it's just all over the place.. downloaded mostly for plants and the plant sellers are ok but a lot seem like they are selling unwanted plants from their own collections and not really sellers. over all ok but could be more organized I think for sure.
R1098	54	Amazing app for sellers and collectors combined. Such an awesome community.
R1099	54	Whatnot is a fantastic community of sellers that supports one another.
R1100	54	I pretty much buy everything I need here. Such a great community of people and I'm able to afford great products without leaving my home. Chats are fun and you really get to review your item before bidding on it. I'm addicted! ☺
R1101	55	Great app Great sellers
R1102	55	good seller here
R1103	55	Great app and good sellers
R1104	55	The_card_kid_11 is the best seller
R1105	55	Great app. Great sellers
R1106	55	Great seller!
R1107	55	I HAVE THE BEST SELLERS
R1108	55	Excellent seller
R1109	55	best seller ever!
R1110	55	Nice stuff, nice seller
R1111	55	great sellers
R1112	55	A lot of great sellers
R1113	55	Great seller
R1114	55	Great seller!
R1115	55	great seller
R1116	55	Great sellers.
R1117	55	There are some great sellers here
R1118	55	great seller
R1119	55	great app for sellers
R1120	55	☺☺Good seller☺ Thank you☺

Table A5. BERTopic Topic-to-theme mapping (56 topics consolidated into five themes)

Theme	Inductive/ deductive	Associated BERTopic topics (examples)	Representative topic keywords	Rationale for consolidation	Illustrative reviews (Appendix E)
Theme 1: Dual- role participation	Inductive	Topics 4, 12, 28 and 55	buy, sell, seller, buyer, both, transition, flip, income, collectible, role	Reviews in these topics contained explicit dual-role language (“I buy and I sell”), transition narratives (“started as a buyer, now I sell”) and income-generating motivations. Topics 4 and 12 captured buyer/seller identity framing; Topics 28 and 55 captured role-transition accounts and new-seller structural disadvantage	R89, R242, R257, R100 and R267
Theme 2: Marketplace experience and community	Inductive	Topics 0, 18, 27, 54, 14, 22 and 32	community, party, app, platform, fun, friends, chat, experience, people, together	These topics contained platform infrastructure evaluations (positive and negative), community belonging expressions and the “party” metaphor for platform sociality. Topics 14, 22 and 32 captured technical failure and mobile-specific issues, consolidated here as infrastructure sub-experiences. Topics 18 and 54 yielded the most concentrated community-belonging language	R1086, R1093, R126, R206 and R364
Theme 3: Role of trust	Inductive	Topics 3, 15, 43, 47 and 52	trust, honest, scammer, refund, seller, platform, accountability, reliable, safe, governance	Topics in this cluster contained platform-level trust evaluations (governance, dispute resolution and seller accountability failure) and seller-level trust assessments (performed authenticity, transparency, narrative embedding). Topics 43 and 47 concentrated warnings about scammers; Topic 52 captured positive governance experiences and the “portfolio trust” pattern	R862, R123, R137, R316 and R621

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Table A5. Continued

Theme	Inductive/ deductive	Associated BERTopic topics (examples)	Representative topic keywords	Rationale for consolidation	Illustrative reviews (Appendix E)
Theme 4: Antecedents of CTT	Deductive	Topics 5, 6, 20, 40 and 50	collection, community, deal, friendship, value, mystery box, FOMO, communication, responsive, opportunism	These topics were mapped deductively to CTT's five antecedent dimensions. Topic 5 concentrated switching cost and collection integrity language; Topic 6 captured relationship benefit (transactional and interactional) expressions; Topic 20 contained shared values and value-violation discourse; Topic 40 concentrated communication quality evaluations; Topic 50 captured opportunistic behavior including mystery-box financial regret and scam disclosures	R493, R223, R316, R876, R101, R274, R63 and R945
Theme 5: Outcomes of CTT	Deductive	Topics 8, 11, 35, 44 and 53	recommend, leave, delete, cooperate, conflict, block, refund, uncertainty, return, confidence	Mapped deductively to CTT's five outcome dimensions. Topic 8 captured acquiescence and trust-enabled purchasing confidence; Topic 11 contained cooperation and peer-helping behaviors; Topic 35 concentrated propensity-to-leave and exit-performance accounts; Topic 44 captured functional conflict patterns (including the blocking behavior); Topic 53 contained uncertainty reduction expressions and transactional confidence language	R243, R135, R1091, R1048, R1100, R427 and R1043

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