



## The Impact of Live Streaming Commerce and Online Reviews on Impulsive Buying with E-Trust as an Intervening Variable for Somethinc Cosmetics Among Generation Z

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**Abstract.** This study investigates the influence of live streaming commerce and online customer reviews on impulsive buying behavior, with e-trust as an intervening variable, focusing on Somethinc cosmetics among Generation Z consumers. Utilizing a quantitative approach, the research gathered data from 100 respondents selected through purposive sampling in Palangka Raya City. The Partial Least Square - Structural Equation Model (PLS-SEM) was employed to analyze the relationships between variables.

The findings reveal that live streaming commerce has a significant positive effect on both e-trust and impulsive buying, emphasizing its role as an interactive and engaging marketing tool. Online customer reviews also positively impact e-trust and impulsive buying, albeit with a weaker effect. However, the mediating role of e-trust between these factors and impulsive buying is not statistically significant, suggesting that Generation Z consumers prioritize interactive and social aspects over trust in their purchasing decisions.

This study provides valuable insights for marketers aiming to enhance impulsive buying through digital marketing strategies. Future research is encouraged to explore these relationships across various industries and demographics to broaden the understanding of impulsive buying behavior.

**Keywords** Live streaming commerce, online customer reviews, impulsive buying, e-trust, Generation Z.

### INTRODUCTION

In the wake of Indonesia's positive economic growth post-pandemic, the cosmetic industry has emerged as a significant contributor to the nation's economy. Following the COVID-19 pandemic, the Indonesian cosmetic industry has been experiencing rapid growth, with revenues projected to rise from USD 1.31 billion in 2021 to USD 1.94 billion by 2024 (Mileneo, 2024). This surge is primarily driven by Indonesia's youthful population, particularly Generation Z, which plays a pivotal role in driving demand in the cosmetics sector.

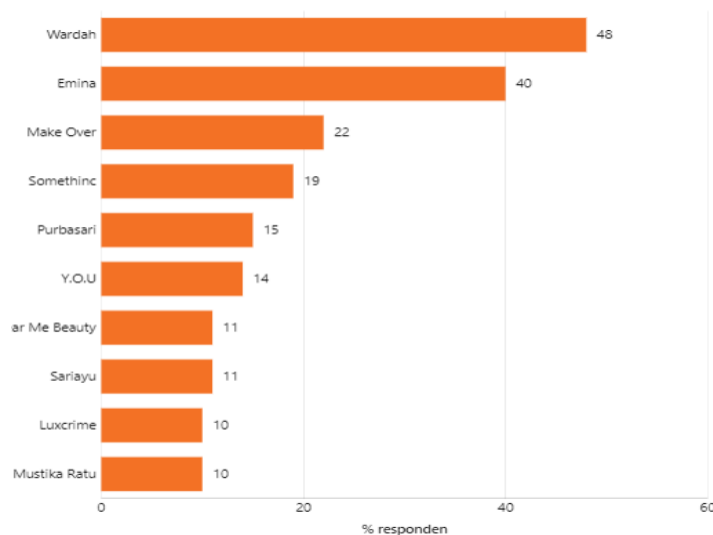
Generation Z, defined as individuals born between 1997 and 2012 (Brown, 2020), is one of the largest and most influential demographic groups in the cosmetics market. This tech-savvy generation is heavily influenced by social media trends, leading to impulsive shopping behaviors often driven by the "fear of missing out" (FOMO). Approximately 52% of Indonesia's 270 million population belongs to Generation Z, who are adept at using digital technologies to shape their consumption patterns (Komalasari, 2023).

A strong preference for local brands has also emerged among Generation Z. Surveys indicate that seven out of ten respondents favor locally produced skincare and cosmetics (Titrio.id, 2023). This trend highlights their growing interest in brands that align with their values and lifestyle preferences. To meet this demand, local cosmetic brands, such as

Somethinc, have enhanced their product quality and innovation to compete effectively with international brands.

Launched in May 2019, Somethinc is an Indonesian beauty brand that specializes in skincare. Its focus on providing high-quality yet affordable products has driven rapid growth, positioning the brand as a leader in Indonesia's digital marketplace (Compas.id, 2022). Within three years, Somethinc became the top skincare brand on e-commerce platforms Shopee and Tokopedia. Additionally, Somethinc ranked 46th among Indonesia's top 50 local brands in 2020, as reported by Katadata (2020). Despite its achievements, Somethinc faces significant competition from well-established local brands like Wardah, Emina, and Make Over (Pahlevi, 2022).

**Picture 1** Most Used Local Cosmetic Brands



Sumber: Pahlevi, 2022

These challenges raise questions about the factors that could enhance Somethinc's appeal among consumers. Indonesia's cosmetic industry, projected to grow by an average of 5.35% annually from 2024 to 2028 (Mileneo, 2024), presents an opportunity for brands like Somethinc to strengthen their market presence. Digital marketing strategies, such as live streaming commerce, offer a promising avenue to engage consumers and drive impulsive buying behavior. Studies indicate that live streaming commerce positively impacts impulsive buying (Rizkya et al., 2024), though other findings suggest minimal influence (Hariono et al., 2019).

Online customer reviews also play a critical role in shaping consumer perceptions and purchase decisions. These reviews serve as primary references for consumers before making

purchases. However, their impact on impulsive buying behavior remains inconsistent. For instance, research by Hong et al. (2023) confirms a significant influence of online customer reviews on impulsive buying, while Aldiaz et al. (2024) reports negligible effects. These discrepancies underline the need for further investigation into the roles of live streaming commerce and online customer reviews, particularly in the cosmetics industry and among Generation Z consumers.

E-trust is another essential factor that bridges consumer perceptions of digital platforms with their purchasing decisions. As noted by Rosniati et al. (2023), e-trust acts as a mediating variable, linking live streaming commerce and online customer reviews with consumer impulsive buying behavior. This highlights its critical role in building and maintaining consumer confidence in digital marketing channels.

This study seeks to examine the influence of live streaming commerce and online customer reviews on impulsive buying behavior, with e-trust as an intervening variable, focusing on Somethinc as a case study among Generation Z consumers. The findings aim to provide practical insights for Somethinc and support decision-makers in crafting more targeted and consumer-oriented marketing strategies.

## **LITERATURE REVIEW**

### **Live Streaming Commerce**

Live streaming commerce (LSC) is an innovative e-commerce model that combines real-time video streaming with online shopping experiences. It enables direct interaction between sellers and consumers, creating an engaging environment that enhances consumer trust and encourages purchasing decisions (Dinansyah et al., 2024). Key factors influencing the success of LSC include the attractiveness of the streamer, trustworthiness, expertise, product usefulness, and convenience of the purchasing process (Nurfatria et al., 2024).

### **Online Customer Review**

Online customer reviews (OCR) are consumer-generated evaluations that provide valuable insights into product quality, usability, and reliability. OCR significantly influences consumers' perceptions, reducing uncertainty in decision-making and enhancing trust in both products and sellers. Indicators such as review timeliness, quantity, and valence are crucial in shaping consumer attitudes and behaviors (Cheong et al., 2020).

### **e-Trust**

E-trust refers to consumer confidence in the reliability, competence, and integrity of online platforms and sellers. It plays a critical role in e-commerce, where the absence of face-to-face interactions often necessitates higher trust levels. E-trust not only affects purchase decisions but also mediates the relationship between marketing strategies and consumer behaviors (Wilis & Nurwulandari, 2020).

### **Impulsive Buying**

Impulsive buying is characterized by unplanned and spontaneous purchase decisions often driven by emotional or situational stimuli. Factors such as social influence, promotional urgency, and trust in online platforms significantly contribute to impulsive buying behaviors, particularly among Generation Z consumers in digital settings (Rook, 2022).

### **Hypotheses**

Live streaming commerce fosters real-time interactions that reduce consumer uncertainty and build confidence in product representations. The dynamic and interactive features of LSC, including product demonstrations and live Q&A sessions, enhance transparency and credibility, which are essential for establishing e-trust (Zhang et al., 2023; Yudha et al., 2022).

***H1: Live Streaming Commerce has a significant positive effect on e-Trust.***

Online customer reviews provide firsthand experiences from previous buyers, enabling consumers to assess product quality and reliability. Positive reviews reduce perceived risks, strengthen consumer confidence, and enhance e-trust. Conversely, negative reviews may undermine trust, highlighting the dual impact of this variable (Sinaga & Sukati, 2023; Yuswardi, 2024).

***H2: Online Customer Review has a significant positive effect on e-Trust.***

Live streaming commerce creates an interactive and entertaining shopping environment that triggers impulsive behaviors. Features such as limited-time offers and social influences, including peer validation during live sessions, contribute to a sense of urgency and excitement, driving impulsive buying (Chen et al., 2023; Syamsiyah & Nirawati, 2024).

***H3: Live Streaming Commerce has a significant positive effect on Impulsive Buying.***

While online customer reviews primarily enhance trust, they can also directly impact impulsive buying. Positive reviews evoke emotional responses and reduce decision-making time, leading consumers to make spontaneous purchase decisions. This effect is more

pronounced in products with high social visibility or emotional appeal (Mian, 2024; Sujaya, 2023).

***H4: Online Customer Review has a significant positive effect on Impulsive Buying.***

E-trust mitigates perceived risks and enhances the overall consumer experience, making buyers more comfortable with impulsive decisions. Consumers with high trust levels in a platform or seller are more likely to act spontaneously, confident that their purchases will meet expectations (Phukhang, 2024; Tuapattinaya & Farida, 2024).

***H5: E-Trust has a significant positive effect on Impulsive Buying.***

E-trust acts as a bridge between live streaming commerce and impulsive buying by fostering consumer confidence. Transparent interactions during live sessions reduce perceived risks, enabling trust to mediate and amplify the effect of live streaming commerce on impulsive purchasing behaviors (Miranda et al., 2024; Tian et al., 2023).

***H6: Live Streaming Commerce has a significant positive effect on Impulsive Buying through e-Trust as an intervening variable.***

Online customer reviews contribute to e-trust by providing reliable and relatable consumer insights. This trust, in turn, facilitates impulsive buying by reducing hesitations and increasing confidence in the purchase decision (Jois et al., 2024; Regina et al., 2021).

***H7: Online Customer Review has a significant positive effect on Impulsive Buying through e-Trust as an intervening variable.***

## **METHODS**

The methods section outlines the steps followed in executing the study and provides a brief justification for the research methods used. This section should contain sufficient detail to allow the reader to evaluate the appropriateness of your methods and the reliability and validity of your findings. Additionally, the information should enable experienced researchers to replicate your study.

**Methodology** This study adopts a quantitative approach based on statistical analysis to examine the effect of Live Streaming Commerce (X1) and Online Customer Review (X2) on Impulsive Buying (Y) with e-Trust (Z) as an intervening variable in Purchasing Somethinc Cosmetic Products Among Generation Z. With this approach, the research aims to answer the problems posed by making careful measurements of the variables related to the object of research.

The population in this study included all Somethinc consumer in Palangka Raya City. The sample technique used is non probability sampling. Sampling using purposive sampling where respondents are selected based on certain criteria, namely those gen z that have bought Somethinc Cosmetic Product.

The number of gen z consumers who bought Somethinc Cosmetic in the Palangka Raya area is not known with certainty, so the technique for determining the number of samples uses the Lemeshow formula. The Lemeshow formula is used to estimate the population size needed when the number is unknown, in order to determine the size of the research sample (Caniago & Rustanto, 2022). According to Lemeshow's formula, 96 samples will be rounded up to 100 samples, which is the lower limit in conducting this research.

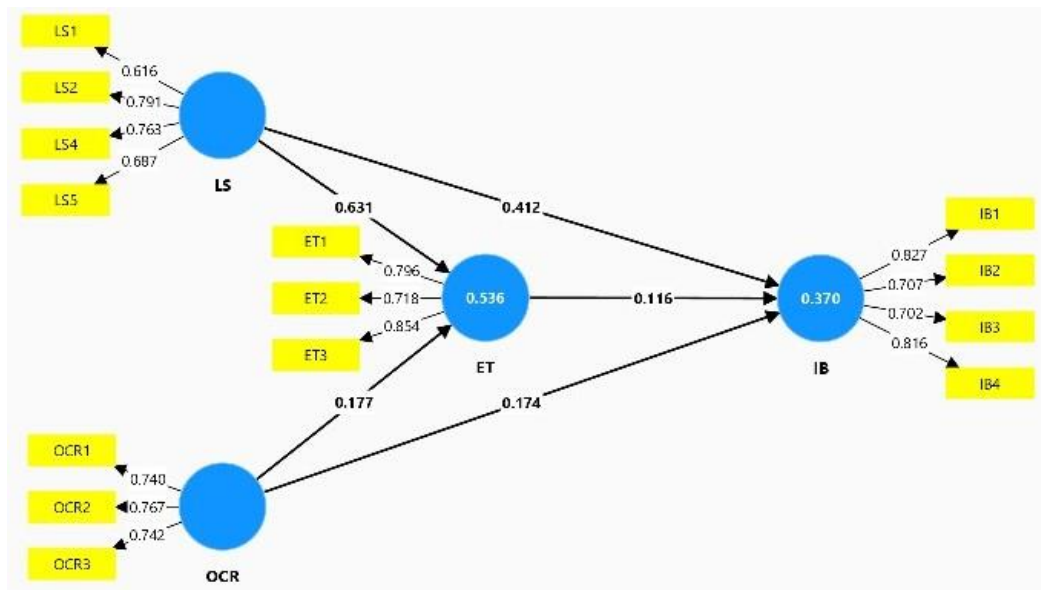
The analysis technique that will be used in this research is Partial Least Square - Structural Equation Model (SEM PLS) which aims to conduct path analysis with latent variables. In the partial least square method there are 2 measurement models, namely: First, measurement of outer models using construct reliability and validity, discriminant validity, and convergent validity. Second, measurement of inner models using R-square

## **RESULTS**

### **Outer Model Analysis Result**

#### **1. Convergent Validity**

**Picture 2** Result of the Algorithm Calculation



Convergent validity is assessed through outer loading values and Average Variance Extracted (AVE). Indicators are considered valid if the outer loading values exceed 0.7, but values between 0.5–0.7 can still be retained if AVE meets the required threshold of 0.5.

**Table 1** Outer Loading

Construct	Indikator	Outer Loading			
Live Streaming commerce (X1)	LS1	0,616			
	LS2	0,719			
	LS3	0,763			
	LS4	0,687			
Online Customer Review (X2)	OCR1		0,740		
	OCR2		0,767		
	OCR3		0,742		
Impulsive Buying (Y)	IB1			0,827	
	IB2			0,707	
	IB3			0,702	
	IB4			0,816	
e-Trust (Z)	ET1				0,796
	ET2				0,718
	ET3				0,854

**Table 2** Avarage Variance Extracted (AVE)

Variabel Laten	AVE	Syarat	Keterangan
Live Streaming commerce (X1)	0,515	0,5	Valid
Online Customer Review (X2)	0,562	0,5	Valid
Impulsive Buying (Y)	0,585	0,5	Valid
e-Trust (Z)	0,626	0,5	Valid

## Dsicriminant Validity

Discriminant validity was assessed using cross-loading values. An indicator satisfies discriminant validity if it has a higher loading value on its assigned construct compared to other constructs.

**Table 3** Cross Loading

	<b>LS</b>	<b>OCR</b>	<b>IB</b>	<b>ET</b>
<b>LS1</b>	<b>0,616</b>	0,448	0,295	0,417
<b>LS2</b>	<b>0,791</b>	0,400	0,288	0,628
<b>LS3</b>	<b>0,763</b>	0,265	0,445	0,419
<b>LS4</b>	<b>0,687</b>	0,286	0,392	0,489
<b>OCR1</b>	0,296	<b>0,740</b>	0,280	0,302
<b>OCR2</b>	0,321	<b>0,767</b>	0,363	0,355
<b>OCR3</b>	0,450	<b>0,742</b>	0,321	0,411
<b>IB1</b>	0,497	0,274	<b>0,827</b>	0,431
<b>IB2</b>	0,376	0,373	<b>0,707</b>	0,363
<b>IB3</b>	0,452	0,473	<b>0,702</b>	0,293
<b>IB4</b>	0,436	0,433	<b>0,816</b>	0,417
<b>ET1</b>	0,548	0,283	0,345	<b>0,796</b>
<b>ET2</b>	0,541	0,279	0,365	<b>0,718</b>
<b>ET3</b>	0,606	0,291	0,454	<b>0,854</b>

Based on the results above, all indicators showed higher cross-loading values on their respective constructs compared to other constructs. This confirms that the discriminant validity criteria were met for all variables.

### Composite Reliability

Composite reliability and Cronbach's alpha values were used to evaluate the reliability of the constructs. Constructs are considered reliable if the values are greater than 0.7.

**Table 4** Composite Reliability

<b>Variabel Laten</b>	<b>Cronbanch Alpha</b>	<b>Composite Reliability</b>
Live Streaming Commerce (X1)	0,685	0,794
Online Customer Review (X2)	0,613	0,808
Impulsive Buying (Y)	0,762	0,849
e-Trust (Z)	0,699	0,833

These results confirm that all constructs meet the reliability criteria, demonstrating consistent measurement across indicators.

### Inner Model Analysis

The inner model evaluates the relationships between constructs and the overall predictive strength of the model. Key metrics include R-Square, Q-Square, and the path coefficients to assess the significance and strength of relationships between variables.

### Path Coefficient Analysis



Path coefficient analysis evaluates the strength and direction of relationships between constructs. A significant path is determined if the T-statistic  $> 1.96$  (95% confidence level) and the P-value  $< 0.05$ .

**Table 5** Total Effect

Variabel Laten	Original Sample	T-Statistics	P Values
Live Streaming Commerce (X1) → e-Trust (Z)	0,631	9.671	0.000
Online Customer Review (X2) → e-Trust (Z)	0,177	1.866	0.000
Live Streaming Commerce (X1) → Impulsive Buying (Y)	0,486	4.807	0.000
Online Customer Review (X2) → Impulsive Buying (Y)	0,194	2.043	0.000
e-Trust (Z) → Impulsive Buying (Y)	0,166	1,058	0.145

The path coefficient analysis revealed several significant relationships between the variables. Live Streaming Commerce (X1) exhibited a strong positive and statistically significant effect on e-Trust (Z), with a path coefficient of 0.631 (T-statistic = 9.671, P-value = 0.000). This finding indicates that implementing live streaming commerce strategies effectively fosters consumer trust in online transactions. Similarly, Online Customer Review (X2) positively influenced e-Trust (Z), though the relationship was weaker, with a path coefficient of 0.177 (T-statistic = 1.866, P-value = 0.000). This suggests that while online customer reviews play a role in building trust, their impact is not as strong as live streaming commerce.

The analysis also demonstrated that Live Streaming Commerce (X1) had a positive significant impact on Impulsive Buying (Y), with a path coefficient of 0.486 (T-statistic = 4.807, P-value = 0.000). This highlights the effectiveness of live streaming commerce in stimulating impulsive purchasing behavior. Likewise, Online Customer Review (X2) had a positive significant effect on Impulsive Buying (Y), though the strength of this relationship was weaker, with a path coefficient of 0.194 (T-statistic = 2.043, P-value = 0.000). This indicates that positive reviews can encourage spontaneous purchases, albeit to a lesser extent compared to live streaming commerce.

Interestingly, the relationship between e-Trust (Z) and Impulsive Buying (Y) was found to be weak and not significant, with a path coefficient of 0.166 (T-statistic = 1.058, P-value = 0.145). This suggests that while trust may contribute to impulsive buying behavior, its role as a direct determinant in this context is limited.

### Specific Indirect Effects

The indirect effects of Live Streaming Commerce (X1) and Online Customer Review (X2) on Impulsive Buying (Y) through e-Trust (Z) were analyzed to assess the mediating role of e-Trust.

**Table 6** Specific Indirect Effect

Variabel Laten	Original Sample	T-Statistics	P Values
Live Streaming Commerce (X1) → e-Trust (Z) → Impulsive Buying (Y)	0,073	1.049	0.147
Online Customer Review (X2) → e-Trust (Z) → Impulsive Buying (Y)	0,021	0.793	0.214

The mediating role of e-Trust (Z) in the relationship between Live Streaming Commerce (X1) and Impulsive Buying (Y) was found to be weak and not statistically significant, with a path coefficient of 0.073 (T-statistic = 1.049, P-value = 0.147). This indicates that while live streaming commerce may enhance trust, this trust does not strongly translate into impulsive buying behavior in this context.

Similarly, the indirect effect of Online Customer Review (X2) on Impulsive Buying (Y) through e-Trust (Z) was also weak and not statistically significant, with a path coefficient of 0.021 (T-statistic = 0.793, P-value = 0.214). This suggests that the role of e-Trust as a mediator in this relationship is minimal, and online customer reviews influence impulsive buying more directly rather than through trust.

These findings indicate that while e-Trust plays an important role in fostering confidence in online transactions, its ability to mediate the effects of Live Streaming Commerce and Online Customer Review on impulsive buying is limited in this study.

### DISCUSSION

The findings from this study underscore the significant role of digital marketing strategies, particularly live streaming commerce and online customer reviews, in driving impulsive buying behavior among Generation Z consumers. Live Streaming Commerce (X1) demonstrated a significant positive effect on both impulsive buying and e-Trust. This aligns with prior research by Putri (2024) and Suhyar & Pratminingsih (2023), which emphasized the role of live streaming in enhancing consumer engagement and triggering spontaneous purchasing decisions. The interactive and real-time nature of live streaming commerce enables brands to create authentic connections and foster a sense of urgency among consumers, leading to impulsive buying.

Similarly, Online Customer Review (X2) also showed a significant positive influence on both impulsive buying and e-Trust, though its effect was weaker compared to live streaming commerce. This finding is consistent with studies from Cheong et al. (2019) and Lutfiana (2024), which highlight the role of customer feedback in building consumer trust and influencing their purchase decisions. Positive reviews serve as a form of social proof that helps reduce uncertainty and validates the choice of the product, thus encouraging impulsive buying. However, the weaker path coefficient suggests that while online reviews are beneficial, they may not be as critical for impulsive buying compared to the interactive elements of live streaming commerce.

The mediating role of e-Trust (Z) was not significant across the examined paths. This contradicts previous findings by Rosniati et al. (2023) and Aldiaz et al. (2024), where e-trust played a crucial role in mediating the effects of digital marketing strategies on consumer decisions. One possible reason for this discrepancy is the unique characteristics of Generation Z, who tend to prioritize interactive and dynamic content over trust-building mechanisms. This demographic is more likely to be influenced by real-time social interactions and peer validation in making impulsive buying decisions rather than relying on trust developed through e-trust.

For marketers targeting Generation Z, these results suggest that efforts should focus on enhancing live streaming strategies to engage consumers more deeply and create a sense of urgency. Moreover, businesses should emphasize positive online reviews as a way to build credibility, particularly through showcasing consumer testimonials and ratings prominently. The limited impact of e-trust as a mediator indicates that strategies should integrate more engaging, real-time features to better align with Generation Z's preferences.

This study is limited to the cosmetics industry and a specific demographic, which may influence the generalizability of the findings. Future research could explore these relationships across different industries and broader demographic groups to provide more comprehensive insights. Additionally, examining moderating factors such as brand loyalty, price sensitivity, or cultural differences could yield a deeper understanding of impulsive buying behaviors in various contexts.

## CONCLUSION

This study explored the influence of live streaming commerce and online customer reviews on impulsive buying behavior among Generation Z consumers, with e-trust serving as an intervening variable. The findings highlight the significant role of these digital marketing

strategies in shaping impulsive buying behavior. Live streaming commerce was found to have a positive and significant impact on both impulsive buying and e-trust, supporting its effectiveness as an interactive and engaging marketing tool. Online customer reviews also had a significant positive effect. These results are consistent with prior studies that emphasize the importance of dynamic, real-time content in digital marketing strategies (Putri, 2024; Cheong et al., 2019).

However, the role of e-trust as a mediator was not statistically significant, suggesting that Generation Z's purchasing decisions may be more influenced by the interactive and social elements of digital marketing strategies than by trust alone. This finding contrasts with previous research (Rosniati et al., 2023) that highlighted e-trust as a crucial mediator in online consumer behavior. The lack of significant mediation suggests that Generation Z consumers may prioritize immediate social validation and interactive experiences over traditional trust-building mechanisms.

In conclusion, this study contributes valuable insights into the role of live streaming commerce and online customer reviews in driving impulsive buying among Generation Z. The findings offer practical guidance for marketers looking to engage this demographic effectively.

## **LIMITATION**

This study has several limitations that impact its generalizability and may influence the interpretation of findings. First, it focuses specifically on Generation Z, limiting the applicability of results to other age groups or regions. The behaviors of younger consumers may differ from older demographics, suggesting the need for future research to include a broader range of age groups. Second, the study is limited to the cosmetics industry, making it difficult to generalize findings across other product categories. Different industries may exhibit varied dynamics regarding impulsive buying influenced by live streaming commerce and online customer reviews.

Additionally, the reliance on self-reported survey data introduces the potential for bias, such as social desirability bias. Future research could enhance data validity by using more objective measures, such as actual purchase behaviors or biometric indicators. Lastly, the study did not explore potential moderating factors like brand loyalty, price sensitivity, or cultural differences, which could influence the relationships between variables. Future studies should consider these factors for a more comprehensive understanding of impulsive buying behaviors.

Despite these limitations, this study provides valuable insights into digital marketing strategies for Generation Z, offering a foundation for further research.

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