The Effectiveness of TikTok Shop Live Streaming Dimensions in Stimulating Impulse Buying of Somethinc Skincare Among Gen Z

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Abstract. The emergence of live-streaming features on TikTok Shop has transformed digital marketing communication by offering interactive and real-time shopping experiences, particularly for Gen Z consumers. This study aims to examine the effectiveness of live-streaming dimensions in stimulating impulse buying behavior among Gen Z for Somethinc skincare in Indonesia. A quantitative approach was employed using an online survey distributed to respondents who had watched Somethinc live-streaming sessions on TikTok Shop, resulting in 173 valid responses through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with WarpPLS software. The findings indicate that parasocial interaction and information quality have a positive and significant influence on impulse buying behavior, while streamer attractiveness does not show a significant effect. These results suggest that brands should prioritize audience engagement and high-quality product information, as relational closeness and information quality play a more important role in encouraging spontaneous purchases than visual attractiveness in live-streaming commerce.

Keywords: live streaming; impulse buying; parasocial interaction; information quality; TikTok Shop

1 Introduction

TikTok has become one of Indonesia's most popular social media sites in recent years, especially among Generation Z. The Indonesian Internet Service Providers Association (APJII) found that TikTok had the greatest access rate (35.17%) in a 2025 survey, outperforming YouTube and Instagram. TikTok was cited as the most popular platform by 42.27% of Gen Z users, underscoring its important function as a key digital environment that influences consumption habits and online shopping behavior in addition to being a source of pleasure.

TikTok is now positioned as a crucial marketing channel for marketers to interact directly and persuasively with young customers due to the platform's growing usage intensity. One of its most significant characteristics is live streaming, which incorporates entertainment

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components, direct host-audience contact, and real-time product demos into a single format, setting it apart from traditional one-way advertising. Customers may interact with the host and view things more clearly in this interactive setting, making the buying experience more intimate and compelling.

From the standpoint of customer behavior, impulse purchases are frequently brought on by transient marketing cues like flash sales and discounts (Fernanda, 2019). In the cosmetics industry, where products are highly visual and purchasing decisions are often affected by emotional reactions, this phenomena is especially pertinent. TikTok Shop live streaming can be viewed in this sense as a strategic marketing environment that combines product display, real-time engagement, and promotional stimuli into a seamless online buying experience.

Indonesia represents the largest TikTok user base globally, with approximately 194.37 million users as of July 2025 (Nouvan, 2025). This extensive user base is reflected in the strong performance of TikTok Shop transactions, where Indonesia ranked second globally with a Gross Merchandise Value (GMV) of US$6.198 billion in 2024, making it the largest TikTok Shop market in Southeast Asia (Iswenda, 2025). These figures underscore the rapid growth of TikTok Shop as a major digital commerce ecosystem, where real-time commerce activities have become a key driver of consumer transactions, including for local brands such as Somethinc.

The emergence of TikTok Shop has significantly transformed Generation Z's online shopping behavior by introducing a live-streaming format that combines real-time interaction, product demonstrations, and limited-time promotional offers. The focus on Generation Z in this study is justified by their substantial presence on TikTok and their active participation in digital and social commerce ecosystems. As digital natives, members of this generation exhibit a strong preference for interactive media, immediate communication, and technology-enabled shopping experiences. Consequently, Generation Z represents an appropriate population for examining the factors that influence impulse buying behavior in live-streaming environments.

Prior studies indicate that direct interaction and exclusive promotions during live sessions can enhance consumer trust while simultaneously creating a sense of urgency (Fitrah et al., 2025). Additionally, approximately 80% of TikTok Shop transactions in Indonesia are generated through live-streaming features (Septiani & Setyowati, 2024), particularly within the beauty and personal care category. This study specifically focuses on Somethinc, one of Indonesia's prominent local skincare brands, due to its strong presence on TikTok Shop and extensive utilization of live-streaming activities as part of its digital marketing strategy. Through product demonstrations, audience engagement, and promotional campaigns conducted during live sessions, Somethinc provides a relevant context for investigating how live-streaming dimensions influence consumers' impulse buying behavior. Collectively, these conditions indicate that live streaming provides a highly conducive environment for impulse buying behavior.

According to Beatty & Ferrell (1998), impulse buying is defined psychologically as a quick, intense want to buy that is frequently accompanied by emotional excitement and little thought. Purchase urgency can be increased in the context of live streaming by factors like interactive communication, real-time product demos, and situational stressors like flash discounts and restricted stock availability (Safitri et al., 2025). Additionally, FOMO (fear of missing out) speeds up decision-making, especially for Gen Z customers (Fitrah et al., 2025). Products in the skincare sector are more prone to impulsive purchases due to their comparatively low prices and readily apparent advantages.

Previous studies have consistently demonstrated that various live-streaming-related factors significantly influence consumers' purchasing behavior. Factors such as live shopping, live-streaming hosts, promotional activities, parasocial interaction, and information quality have been shown to stimulate impulse buying and purchase decisions

across different social commerce settings. However, existing studies have largely examined these factors independently, with limited attention given to their combined influence within TikTok Shop live-streaming environments. Moreover, empirical research focusing specifically on Generation Z consumers and local skincare brands such as Somethinc remains scarce.

Table 1. Review of Previous Studies

Author	Independent Variables	Dependent Variable	Main Findings
(Safitri et al., 2025)	Live Shopping; Discount	Purchase Decision	Both live shopping and discounts significantly influence purchase decisions, either simultaneously or partially. Live shopping demonstrated a substantially stronger effect than discounts.
(Zeta et al., 2025)	Impulsive Buying Stimulus (TikTok Shop); Beauty Influencer; Promotion & Flash Sale	Impulse Buying Behavior	Beauty influencers, promotions, and TikTok Shop stimuli significantly affect Gen Z consumers' impulse buying behavior. Promotional activities were identified as the strongest driver of spontaneous purchases.
(Febriani & Sudarwanto, 2023)	Brand Image; Live Streaming Marketing	Somethinc Purchase Decision	Brand image and live streaming marketing positively influence consumers' purchase decisions. Live streaming enhances both brand perception and interactive shopping experiences, encouraging purchase intentions.
(Mardhiana, 2024)	Parasocial Interaction; Social Commerce, Emotional Motivation	Impulse Buying Behavior	Generation Z consumers' impulsive purchasing behavior was greatly enhanced by parasocial connection and social commerce emotional motivation.
(Toding et al., 2024)	Review Consistency; Product Information Quality	Impulse Buying Behavior (through Customer Engagement)	Product information quality enhanced customer engagement and subsequently increased online impulse buying tendencies.

There are still few empirical studies that particularly look at the various aspects of live streaming, such as streamer attractiveness, parasocial interaction, and information quality, despite the increasing amount of research showing how live streaming influences consumer behavior. Studies that have already been conducted typically concentrate on general purchase behavior rather than fully examining the various ways that each dimension affects impulse buying (Fernanda, 2019). Additionally, there is still a dearth of data on regional brands like Somethinc in the Gen Z market. More significantly, in the context of TikTok Shop live broadcasting, very few studies have concurrently examined all three variables inside a single research paradigm. This restriction makes it difficult to determine which factors influence Gen Z customers' propensity for impulsive purchases.

In order to close this gap, the current study investigates the impact of information quality, parasocial interaction, and streamer attractiveness on Generation Z customers' impulsive purchasing behavior during Somethinc TikTok Shop live streaming. By offering empirical data about the relative impact of various live-streaming characteristics on impulse purchase

behavior, the findings are anticipated to add to the literature on social commerce and the Stimulus–Organism–Response (S-O-R) framework. Practically speaking, the report also provides information for companies looking to maximize live-streaming tactics in order to reach Gen Z customers.

Based on the theoretical framework and previous studies, this study proposes the following hypotheses:

- H1**:** Streamer attractiveness has a positive effect on impulse buying.
- H2**:** Parasocial interaction has a positive effect on impulse buying.
- H3**:** Information quality has a positive effect on impulse buying.

2 Method

2.1 Design

This study used a survey method and a quantitative methodology to examine the connections between live-streaming characteristics and consumer impulse purchasing behavior. Both describing the observable occurrences and testing the suggested hypotheses are the goals of the descriptive-verificative research design.

Data were gathered at a particular point in time using a cross-sectional methodology. Because no factors were changed and all observations were based on respondents' prior experiences, the study is classified as ex post facto research.

According to the Stimulus–Organism–Response (S-O-R) framework by Mehrabian & Russell, this study views the three aspects of live streaming—information quality, parasocial interaction, and streamer attractiveness—as external stimuli that affect consumers' internal states, which in turn cause behavioral responses like impulsive purchases.

2.2 Participant/ Population and Sample

The population of this study consists of Generation Z consumers in Indonesia who have experience watching live streaming sessions of Somethinc products on TikTok Shop.

A purposive sampling technique was employed, where respondents were selected based on the following criteria: (1) belonging to Generation Z (aged 18–26 years); (2) residing in Indonesia; (3) having watched Somethinc live streaming sessions on TikTok Shop within the last six months; and (4) having experience watching Somethinc live streams regardless of whether they had previously made an impulse purchase. These criteria were established to ensure that respondents possessed sufficient exposure to Somethinc live-streaming activities and could provide relevant insights into impulse buying behavior in the TikTok Shop environment.

Of the 175 responses received, 173 were deemed eligible and subsequently included in the analysis. This sample size satisfies the requirements of PLS-SEM, which is well suited for examining predictive relationships among multiple latent constructs.

2.3 Instrument/ Data collection

Qualified participants were given a structured online survey to complete in order to gather data for the study. Every measurement item was modified to suit the features of TikTok Shop live-streaming commerce and was taken from previously published literature.

In order to ensure content validity and theoretical consistency, impulsive purchase notions were based on Beatty & Ferrell (1998), while the measurement of live streaming dimensions was modified from Xu et al. (2020) and Hilvert-Bruce et al. (2018).

A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was used to gauge respondents' agreement with each question. In order to quantify respondents' sentiments and enable statistical analysis of the data, this scaling approach was employed (Simamora, 2022).

The instrument consists of four main variables:

- **Live Streaming Dimensions (independent variables):**
  - Streamer Attractiveness
  - Parasocial Interaction
  - Information Quality
- **Impulse Buying (dependent variable):**
  - Spontaneous Urges
  - Power and Compulsion
  - Excitement and Stimulation
  - Disregard for Consequences

Table 2. lists the measuring items employed in this investigation.

Table 2. Measurement Items and Constructs

Construct	Dimension	Measurement Items	Scale
Live Streaming	Streamer Attractiveness	SA1. I find the visual appearance of the Somethinc live-streaming host attractive and supportive of the product image.	Likert (1–5)
		SA2. I find the Somethinc host's communication style friendly and easy to understand during live streaming sessions.	Likert (1–5)
		SA3. I find the Somethinc host entertaining, making me willing to watch the live stream for a longer period of time.	Likert (1–5)
	Parasocial Interaction	PSI1. I feel that the host speaks directly to me during the live-streaming session.	Likert (1–5)
		PSI2. I feel an emotional connection with the Somethinc live-streaming host.	Likert (1–5)
		PSI3. I feel acknowledged as a viewer through the interactions provided by the Somethinc host during live streaming.	Likert (1–5)
	Information Quality	IQ1. I find the product information delivered during Somethinc live streams simple and easy to understand.	Likert (1–5)
		IQ2. I find the host's explanation of Somethinc products detailed and comprehensive during live-streaming sessions.	Likert (1–5)
		IQ3. I find the product information delivered by the Somethinc host up-to-date and relevant to my needs before purchasing.	Likert (1–5)
Impulse Buying	Spontaneous Urges	SU1. I suddenly want to buy Somethinc products even though I had no prior intention to purchase them.	Likert (1–5)
		SU2. I purchase Somethinc products spontaneously without considering alternative options first.	Likert (1–5)
		SU3. While watching the live stream, I feel that my decision to purchase Somethinc products happens with little prior deliberation.	Likert (1–5)

	Power and Compulsion	PC1. I find it difficult to resist purchasing Somethinc products after seeing promotions during live streaming.	Likert (1–5)
		PC2. I experience a strong urge to purchase Somethinc products while watching live-streaming sessions.	Likert (1–5)
		PC3. I feel compelled to immediately purchase Somethinc products when attractive offers are presented on TikTok Shop.	Likert (1–5)
	Excitement and Stimulation	ES1. I feel excited and enthusiastic when I am encouraged to purchase Somethinc products while watching live streams.	Likert (1–5)
		ES2. Making spontaneous purchases makes me feel enthusiastic.	Likert (1–5)
		ES3. I experience enjoyment during spontaneous purchasing activities in live-streaming sessions.	Likert (1–5)
	Disregard for Consequences	DC1. I purchase Somethinc products spontaneously without giving much thought to the financial consequences.	Likert (1–5)
		DC2. When purchasing Somethinc products impulsively, I do not carefully consider whether I truly need the product.	Likert (1–5)
		DC3. I rarely think about the consequences after making spontaneous purchases on TikTok Shop.	Likert (1–5)

Data collection was conducted online to efficiently reach Gen Z respondents, who are highly engaged with digital platforms and social media environments.

2.4 Data Analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) with WarpPLS software was used to analyze the data. This method can handle non-normal data distributions and is suitable for investigating intricate interactions between several latent variables (Hair et al., 2022).

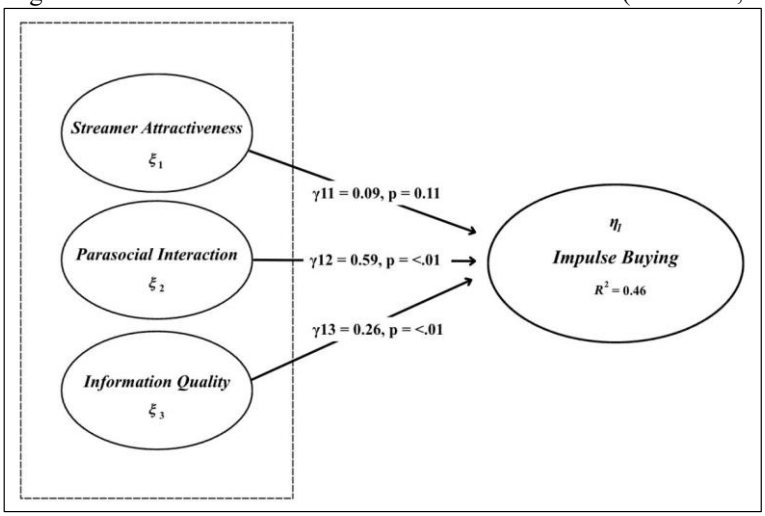


Fig 1. Empirical Model

There were three steps in the analytical process. In order to describe respondent characteristics and response patterns, descriptive statistics were first created. Second, validity

and reliability tests, such as convergent validity, discriminant validity, and composite reliability, were used to evaluate the measurement model. In order to investigate the connections between components and verify the suggested theories, the structural model was finally evaluated.

The model was evaluated iteratively to ensure that all constructs met the required validity and reliability criteria. Finally, model fit assessment was conducted to evaluate the overall model adequacy and predictive relevance.

The findings generated from the PLS-SEM analysis were used to assess the significance of the proposed hypotheses and examine the strength of the relationships between the study constructs.

3 Results and Discussion

3.1 Results

3.1.1 Respondent Profile

A total of 173 valid responses from Indonesian Generation Z consumers who had watched Somethinc live streaming sessions on TikTok Shop were examined in this study. The respondent profile was analyzed based on demographic characteristics, including gender, age, and other relevant attributes. The distribution of respondents indicates that the sample is dominated by respondents aged 23–25 years, reflecting the characteristics of Gen Z consumers who are actively engaged in TikTok Shop live streaming.

Table 3. Respondent Profile

Description	Frequency	Percentage (%)
Questionnaires distributed	178	100%
Questionnaires not meeting criteria	5	2.81%
Valid questionnaires used in the study	173	97.19%

Overall, the respondent profile provides an adequate representation of the target population for this study.

Table 4. Respondent Demographic Characteristics

No.	Category	Group	Frequency	Percentage
1.	Residence	Greater Jakarta Area (Jabodetabek)	103	59.54%
		Java Island (Outside Jabodetabek)	55	31.79%
		Outside Java Island	15	8.67%
		Total	173	100%
2.	Age	17–19 years	13	7.51%
		20–22 years	54	31.21%
		23–25 years	84	48.55%
		26–29 years	22	12.72%
		Above 29 years	0	0.00%
		Total	173	100%
3.	Gender	Male	47	27.17%
		Female	126	72.83%
		Total	173	100%
4.	Educational Attainment	Senior High School	37	21.39%
		Diploma (D3)	21	12.14%
		Bachelor’s Degree (S1)	111	64.16%

		Postgraduate Degree (Master's and Doctoral)	4	2.31%
		Total	173	100%
5.	Primary Occupation	Student	43	24.86%
		Employee	40	23.12%
		Entrepreneur	62	35.84%
		Freelancer / Content Creator	26	15.03%
		Unemployed	2	1.16%
		Total	173	100%
6.	Average Monthly Income	< IDR 1,000,000	10	5.78%
		IDR 1,000,000 – IDR 3,000,000	57	32.95%
		IDR 3,000,000 – IDR 5,000,000	68	39.31%
		> IDR 5,000,000	38	21.97%
		Total	173	100%

Table 3 presents the demographic characteristics of the respondents. The sample largely consisted of Generation Z consumers who were female, aged 23–25 years, and held a bachelor's degree. Furthermore, a substantial proportion of respondents resided in the Greater Jakarta area, suggesting that the findings predominantly reflect the perspectives of digitally engaged young consumers who are familiar with live-streaming commerce environments.

3.1.2 Descriptive Statistics

Table 5. Descriptive Statistics

Variable	Mean
Streamer Attractiveness	4.42
Parasocial Interaction	4.43
Information Quality	4.43
Spontaneous Urges	4.33
Power and Compulsion	4.29
Excitement and Stimulation	4.32
Disregard for Consequences	4.31

Among the live-streaming dimensions, parasocial interaction and information quality received the highest evaluations from respondents, followed closely by streamer attractiveness. This suggests that respondents valued not only the information delivered during live-streaming sessions but also the sense of interaction and connection established with the streamer. In terms of impulse buying behavior, all dimensions recorded relatively high mean scores, indicating that respondents frequently experienced spontaneous purchase urges, positive emotional stimulation, and a reduced tendency to carefully consider the consequences of their purchases while engaging with Somethinc live streams on TikTok Shop.

3.1.3 Model Evaluation

The model evaluation results indicate that the proposed model meets the required goodness-of-fit criteria. All relevant indicators, including the Average Path Coefficient (APC), Average R-squared (ARS), and Average Adjusted R-squared (AARS), satisfy the recommended thresholds.

Additionally, the collinearity assessment shows that both the Average Block VIF (AVIF) and Average Full Collinearity VIF (AFVIF) values are within acceptable limits, indicating no multicollinearity issues in the model.

Table 6. Goodness of fit

No.	Criteria	Rule of Thumb	Output Value	Result
1.	Average Path Coefficient (APC)	P ≤ 0.05	0.311	Fit
2.	Average R-squared (ARS)	P ≤ 0.05	0.460	Fit
3.	Average Adjusted R- Squared (AARS)	P ≤ 0.05	0.450	Fit
4.	Average Block VIF (AVIF)	Acceptable if ≤ 5, ideally ≤ 3.3	1.048	Fit
5.	Average Full Collinearity VIF (AFVIF)	Acceptable if ≤ 5, idealnya ≤ 3.3	1.300	Fit
6.	Tenenhaus GoF (GoF)	Small ≥ 0.1, Medium ≥ 0.25, Large ≥ 0.36	0.643	Fit
7.	Simpson's Paradox Ratio (SPR)	Acceptable if ≥ 0.7, ideally = 1	1.000	Fit
8.	R-squared Contribution Ratio (RSCR)	Acceptable if ≥ 0.9, ideally = 1	1.000	Fit
9.	Statistical Suppression Ratio (SSR)	Acceptable if ≥ 0.7	1.000	Fit
10.	Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	Acceptable if ≥ 0.7	1.000	Fit

The model demonstrates a strong overall fit, as reflected by the Tenenhaus Goodness-of-Fit (GoF) value of **0.643**, which falls within the large category. Other fit indices, including the Simpson's Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), Statistical Suppression Ratio (SSR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR), also meet the recommended criteria. These results indicate that the model is well-fitted and suitable for further structural analysis.

3.1.4 Structural Model Evaluation

To investigate the connections between the independent and dependent variables, the structural model was assessed. The analysis's findings show that the independent factors have differing degrees of impact on impulsive purchasing behavior. The following table shows how each construct affects impulsive purchasing behavior.

Table 7. The Influence on Each Construct

From – To	Path Coefficients	p-value	Result
Streamer Attractiveness – Impulse Buying	0.09	0.11	No significant direct effect
Parasocial Interaction – Impulse Buying	0.59	< 0.01	Significant positive effect
Information Quality – Impulse Buying	0.26	< 0.01	Significant positive effect

These results indicate that parasocial interaction has the strongest influence on impulse buying behavior, followed by information quality, while streamer attractiveness does not have a significant effect. The results suggest that the structural model possesses satisfactory explanatory power, as the independent variables collectively account for a substantial proportion of the variance in impulse buying behavior among Generation Z consumers.

3.1.5 Hypothesis testing

The hypothesis testing results indicate that:

- **H1:** The effect of streamer attractiveness on impulse buying behavior is not supported.
- **H2:** The effect of parasocial interaction on impulse buying behavior is supported.
- **H3:** The effect of information quality on impulse buying behavior is supported.

3.2 Discussion

The results of this study offer significant insights into how TikTok Shop live-streaming aspects affect Generation Z consumers' propensity for impulsive purchases. Overall, the findings show that while streamer attractiveness has no discernible direct impact on impulsive purchasing behavior, parasocial interaction and information quality do. These results corroborate the Stimulus–Organism–Response (S-O-R) framework, which postulates that live-streaming environment cues can affect consumers' purchasing decisions. Streamer appeal was not as successful in promoting impulsive purchasing behavior as parasocial interaction and information quality.

The insignificant effect of streamer attractiveness indicates that visual appeal alone may not be sufficient to drive purchasing decisions during live-streaming sessions. This finding may reflect the characteristics of Generation Z as digital natives who tend to value authenticity, meaningful engagement, and useful information over purely visual cues when interacting with brands and content creators.

On the other hand, it was discovered that parasocial interaction had a major impact on impulsive purchasing behavior. The Parasocial Interaction Theory, which contends that viewers may form perceived interpersonal connections with media figures, is supported by this finding. Viewers may feel emotionally attached to streamers through direct connection and in-the-moment interaction, which increases their openness to product recommendations and chance of making impulsive purchases.

Furthermore, information quality also had a significant positive effect on impulse buying behavior. Accurate, relevant, and comprehensive product information helps reduce uncertainty and increases consumer confidence, particularly in the skincare category where product suitability and effectiveness are important considerations. For Gen Z consumers, access to high-quality information may facilitate faster and more spontaneous purchase decisions.

Overall, these findings indicate that interaction and information-related factors play a more significant role than streamer attractiveness in influencing impulse buying behavior among Gen Z consumers. The live streaming environment, which combines real-time interaction and informative content, creates a persuasive setting that can encourage spontaneous purchasing decisions. From a practical perspective, brands such as Somethinc should focus on enhancing interaction quality and delivering clear and informative content during live streaming sessions.

4 Conclusion

This study looked at how information quality, parasocial interaction, and streamer attractiveness affected Generation Z viewers of Somethinc TikTok Shop live streams' propensity for impulsive purchases. The findings show that while streamer attractiveness has no discernible direct impact, parasocial interaction and information quality strongly encourage impulsive purchasing behavior. These results imply that customers are more receptive to live streaming's relational and informative elements than just its aesthetic appeal.

The results are consistent with the Stimulus–Organism–Response (S-O-R) framework, which describes how external stimuli affect people's internal assessments and behavioral reactions. In this study, the live-streaming environment's environmental stimuli included information quality, parasocial interaction, and streamer attractiveness. It was discovered that among these triggers, information quality and parasocial interaction were more successful in eliciting behavioral reactions, such as impulsive purchases. This implies that while interacting with live-streaming commerce activities on TikTok Shop, Generation Z customers are more receptive to relational and informational cues than just visual stimuli.

Furthermore, the significant influence of parasocial interaction supports Parasocial Interaction Theory, which proposes that audiences can develop perceived interpersonal relationships with media personalities despite the absence of actual reciprocal relationships. During live-streaming sessions, viewers may feel personally addressed by streamers through direct communication, real-time responses, and personalized interactions. When consumers perceive a sense of emotional closeness and social connection with streamers, they become more receptive to product recommendations and purchasing suggestions, thereby increasing their likelihood of engaging in impulse buying behavior. This finding is consistent with previous studies highlighting the importance of social interaction and emotional engagement in social-commerce environments.

The positive effect of information quality further indicates that consumers rely heavily on accurate, relevant, and comprehensive product information when making spontaneous purchase decisions. In the context of skincare products, where consumers often seek information regarding product benefits, ingredients, and suitability, high-quality information can reduce uncertainty and strengthen purchase confidence. Consequently, consumers may be more willing to make immediate purchase decisions during live-streaming sessions without extensive prior planning.

The qualities of Generation Z as digital natives who value responsiveness, authenticity, and participatory communication may also help to explain the findings. When making purchases in social-commerce settings, Gen Z consumers seem to place more value on meaningful involvement and helpful information than they do on physical appearance. This could help to explain why streamer attractiveness did not have a substantial impact on impulsive purchasing behavior. Visual appeal by itself might not be enough to influence decisions to buy unless it is combined with real interaction and useful product information.

From a practical perspective, the findings suggest that brands should prioritize audience engagement and provide clear, relevant product information during live-streaming sessions. These strategies may enhance consumer confidence and encourage impulse buying behavior. However, the findings are limited to Generation Z consumers and the skincare category. Future research may examine other consumer segments, product categories, or additional variables within live-streaming commerce contexts.

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