The Role of Brand Trust in Driving Impulse Purchases Through Skinific Product Interactivity During Tiktok Live Broadcasts

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Abstract

This study aims to analyze the role of brand trust in driving consumers' impulse purchasing decisions through product interactivity during TikTok live streams, with a focus on Skintific beauty products. In today's digital age, TikTok has become a major platform that influences consumer behavior, especially among younger generations who are increasingly active in interacting with content presented through this application. One factor that influences impulsive buying is brand trust, which can be formed through previous positive consumer experiences, brand transparency, and the quality of the products offered. This study also investigates how product interactivity during TikTok live broadcasts, which allows consumers to participate directly, ask questions, and provide feedback, can strengthen emotional engagement and increase impulsive purchasing decisions. The research method used is a quantitative approach with Structural Equation Modeling (SEM) analysis to test the relationship between variables. Data was collected through a questionnaire distributed to 300 respondents who are active TikTok consumers, with the criteria of users who have watched Skintific's TikTok live broadcast and have experience shopping for beauty products online. The results show that product interactivity has a positive and significant effect on brand trust and impulsive purchasing, both directly and indirectly through brand trust mediation. Brand trust serves as an important mediator between product interactivity and impulsive purchasing decisions. This study provides practical implications for companies to increase brand trust through product transparency and consistent quality, as well as optimizing product interactivity in TikTok live streams to increase audience engagement. In addition, companies can create a sense of urgency and scarcity through limited offers for to encourage impulsive purchases. These findings provide important insights for brands that want to leverage the potential of TikTok Live as an effective marketing tool to increase sales and consumer loyalty.

Keywords: Brand Trust, Impulsive Purchasing, Product Interactivity

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Introduction

In today's digital age, social media has become the primary platform for influencing consumer behavior, especially among younger generations who are increasingly active in interacting with content presented through platforms such as TikTok. TikTok, as one of the most popular video-sharing apps, has evolved into an effective marketing tool for various brands, including those in the beauty industry. Through live broadcasts, TikTok provides a unique opportunity for brands to interact directly with their audience, create emotional connections, and increase impulsive purchasing decisions among consumers (Li, 2020; Zhang & Zheng, 2021).

One key factor influencing purchasing decisions is brand trust. Brand trust refers to consumers' belief that a brand can deliver on its promises and provide products of consistent quality. This trust is formed through previous positive experiences, brand transparency, and the quality of the products offered (Kumar et al., 2021; Zhou et al., 2020). Brands with high levels of trust tend to have a greater influence in encouraging consumers to make purchases, especially in situations that trigger impulsive buying (Sood & Swaminathan, 2021). Research by DelgadoBallester and Munuera-Alemán (2020) shows that brand trust can strengthen the long-term relationship between consumers and brands, which contributes to impulsive purchasing decisions.

In addition to brand trust, product interactivity during TikTok live streams also plays an important role in driving impulse purchases. This interactivity refers to the ability of consumers to participate in live stream sessions by commenting, asking questions directly to the host or influencer, and receiving real-time responses. Products that can demonstrate their advantages directly, provide usage demonstrations, and respond to audience feedback can increase consumer engagement and interest in the product (Bai et al., 2021; Liao et al., 2020). This interactivity creates a more personalized and engaging experience, which can accelerate the decision-making process for purchasing (Tariq & Ahmad, 2022).

On the other hand, impulse buying refers to purchasing decisions made without careful planning or consideration, usually influenced by emotional or social stimuli provided during live broadcasts. In the context of TikTok Live, factors such as exclusive offers, limited discounts, or a sense of urgency conveyed by the host or influencer can encourage consumers to make impulsive purchases. The interactivity created during live broadcasts also increases engagement and urgency, reinforcing the urge to immediately purchase the product being promoted (Liu et al., 2021; Zhang, 2021). Research by Rook (2020) shows that impulsive purchases are often triggered by external factors, such as limited offers or calls to act immediately, which play an important role in consumer behavior on social media.

Considering these factors, this study aims to analyze how brand trust influences consumers' impulsive purchasing decisions through product interactivity during TikTok live streams, particularly for Skintific beauty products. This research is important to provide a deeper understanding of how these elements work together to influence consumer behavior in this fast-paced digital era. Through this understanding, brands can design more effective marketing strategies to increase loyalty and sales through platforms such as TikTok (Choi & Lee, 2021; Song et al., 2022).

Literature Review Stimulus-Organism-Response (S-O-R) Framework

The Stimulus-Organism-Response (S-O-R) model introduced by Mehrabian and Russell (1974) explains that environmental stimuli can shape an individual's internal state, which then produces certain behavioral responses. This framework is highly relevant in the context of Live Streaming Commerce because the interactive and immersive digital environment provides strong stimuli to consumers, thereby influencing their cognitive and affective processes (Li et al., 2022). In Live Streaming e-commerce, stimuli arise through various aspects such as

interactive features, real-time information delivery, and attractive visual presentations. Organism represents the internal psychological processes formed from these stimuli, both in the form of cognitive reactions such as trust and affective reactions such as emotional involvement. Responses are behaviors that emerge as the end result of these processes, such as purchase intent, purchase decisions, and impulsive buying tendencies (Lee & Chen, 2021). This framework shows that strong stimuli from interactivity and visual communication in live streaming can influence consumers' emotional and cognitive states, which then result in specific purchasing responses.

Interactivity in Live Streaming

Interactivity is a crucial element in the Live Streaming Commerce experience, as it reflects the quality of two-way communication between streamers and viewers. Interactivity includes the speed at which streamers respond to comments, their ability to give personal attention, and a communication style that encourages active viewer engagement (Liu et al., 2022). In the context of TikTok Live Streaming, interactivity is manifested through quick responses to questions, personal greetings, and two-way conversations that make the audience feel valued and cared for. The dimensions of interactivity in this study include perceived responsiveness, perceived personalization, and perceived mutuality, which together reflect consumers' perceptions of the quality of interaction they receive (Bolun et al., 2025).

During Skintific's TikTok Live Streaming session, interactivity was evident through product demonstrations, live Q&A sessions, and educational communication that combined a scientific approach with real evidence of product effectiveness. This pattern of interaction created an immersive experience and strengthened the emotional connection between viewers and the brand. Huang et al. (2023) explain that personal and responsive interactions can build parasocial relationships, which are pseudo-relationships that feel close to viewers, thereby encouraging trust and emotional engagement. The higher the perceived interactivity, the more likely consumers are to build emotional attachment and trust in the brand, which ultimately increases the tendency for impulse purchases.

The importance of interactivity in building strong relationships between consumers and brands is also evident in the research conducted by Ritonga and Naibaho (2024), which confirms that two-way interactive digital marketing communication can improve consumers' positive perceptions and strengthen their trust in brands. The quality of interaction, clarity of messages, and consistency of digital communication have been proven to be factors that encourage consumers to feel closer and more involved with a brand.

Impulsive Buying Behavior in Live Streaming

Impulsive buying behavior refers to sudden, unplanned purchases, where decisions are influenced more by emotions than rational considerations (Rook, 1987). In the Live Streaming Commerce environment, this behavior is more likely to occur because consumers are exposed to intense stimuli in the form of real-time interactions, an attractive presentation atmosphere, and convincing product demonstrations. Research by Wu et al. (2022) shows that Live Streaming has advantages in terms of product presentation, interactive shopping experiences, and persuasive sales narratives, making it highly effective in triggering impulsive purchases.

In this study, impulsive buying behavior is explained through three main aspects, namely the sudden urge to buy, spontaneity in making purchasing decisions, and purchasing decisions driven by emotions. These three aspects reflect the general pattern of impulsive behavior among Live Streaming consumers, where rapid interaction and a positive emotional atmosphere can shorten the consideration time and reduce rational evaluation before a purchase is made.

Brand Trust

Brand trust is consumers' belief in the reliability, honesty, and integrity of a brand in fulfilling its promises and providing value in line with expectations (Wongkitrungrueng & Assarut, 2020). In Live Streaming Commerce, brand trust is formed through the credibility of the streamer, the clarity of the information provided, and transparent and consistent communication characteristics (Lu & Chen, 2021). This trust is important because it can reduce risk perception and increase consumer confidence to make quick purchasing decisions.

Brand Trust in this study includes trust in streamers, trust in products, and credibility perception. Trust in streamers arises when viewers perceive streamers as competent, honest, and trustworthy. Trust in products relates to confidence in the quality, safety, and effectiveness of the products being promoted. Credibility perception encompasses consumers' perceptions of the brand's overall reputation and professionalism. In the context of Skintific, brand trust is built through the delivery of detailed scientific information, live demonstrations of product use, and real testimonials from users during live streaming. This approach reinforces consumers' belief that Skintific is a credible brand that stands behind its product claims.

The importance of brand trust in influencing purchasing decisions has also been demonstrated by several previous studies. Ritonga (2017) found that brand image, price perception, and certain trust labels are the main factors that shape consumer confidence in the reliability of a product. Further research by Ritonga et al. (2024) also confirms that positive perceptions of a brand strengthen consumer trust, which ultimately drives purchasing decisions, especially in the digital context where consumers rely on real-time information.

Hypothesis Development The Relationship Between Interactivity and Brand Trust

Interactivity in live streaming plays an important role in building consumer trust through increased product transparency, dependability, and perceived quality (Wongkitrungrueng & Assarut, 2020). When consumers can ask questions directly, obtain real-time clarification, and observe detailed product demonstrations, they can more easily assess the credibility and reliability of the information provided. Interactivity also reduces uncertainty because the perceived controllability and responsiveness of streamers create a sense of security for consumers in making purchasing decisions (Huang et al., 2023; Guo et al., 2021). Thus, interactivity forms cognitive trust and affective trust, which ultimately strengthens Brand Trust.

H2: Interactivity has a significant positive effect on Brand Trust in TikTok Live Streaming.

The Relationship between Brand Trust and Impulsive Buying Behavior

Brand Trust acts as a determining factor in reducing perceived risk and increasing consumer confidence to make quick purchases. Trust in streamers and trust in products are important predictors that encourage consumers to accept information more easily and make purchases without much additional consideration (Huang et al., 2023). When consumers believe that the product is of high quality and the streamer is credible, they are more prepared to make spontaneous purchases (Qu et al., 2023; Feng et al., 2024). Thus, Brand Trust facilitates impulsive purchasing decisions by reducing psychological barriers.

H5: Brand Trust has a significant positive effect on Impulsive Buying Behavior.

The Role of Brand Trust Mediation

Brand Trust also acts as an important mediator in the relationship between Interactivity and Impulsive Buying Behavior. Interactivity allows consumers to obtain clear, credible, and transparent information, thereby building trust in the brand and streamer (Liu et al., 2022). When trust increases, consumers are more easily driven to make spontaneous purchases without

hesitation. Thus, Brand Trust strengthens the influence of interactivity in driving impulsive buying behavior (Lin et al., 2023).
H7: Brand Trust mediates the relationship between Interactivity and Impulsive Buying Behavior.

Conceptual Framework

Based on the literature review and hypothesis development described above, this study developed a conceptual framework that integrates the Stimulus-Organism-Response (S-O-R) model in the context of TikTok Live Streaming Commerce. This conceptual framework describes the causal relationship between interactivity as an external stimulus, Affective engagement and Brand Trust as mediating variables that reflect consumers' internal psychological processing, and Impulsive Buying behavior as the resulting behavioral response. This research model adopts a dual mediation approach, in which interactivity influences Impulsive Buying behavior through two different but complementary mediation paths. The first pathway is through Affective Engagement, which emphasizes the affective and emotional aspects of consumers, while the second pathway is through Brand Trust, which focuses on cognitive and trust aspects. This dual mediation approach provides a more comprehensive understanding of the complex psychological mechanisms in Live Streaming Commerce.

The research conceptual framework is illustrated in the following diagram, which shows the relationships between variables and the hypotheses to be tested through Structural Equation Modeling (SEM):

Research Methodology Research Design

This study uses a quantitative approach with Structural Equation Modeling (SEM) analysis to test the causal relationships between variables in the research model. The research design is cross-sectional, using questionnaires as data collection instruments.

Population and Sample

The population in this study is young consumers in Indonesia who actively use the TikTok application and have experience watching and shopping for Skintific products through the TikTok Live Streaming feature. This population was selected because it represents the group of digital users who most frequently interact with brands through live commerce platforms and have a high tendency toward impulsive buying of beauty products.

The sampling technique used was purposive sampling, with the following respondent criteria: (1) active TikTok users for at least three months, (2) have watched Skintific TikTok Live Streaming, (3) aged between 18 and 25 years (Generation Z), and (4) have experience purchasing beauty products online.

The sample size in this study was set at 300 respondents to ensure that the data obtained was sufficiently representative in testing the Structural Equation Modeling (SEM) model and could describe the behavior of young consumers towards the Skintific brand in the context of Live Streaming Commerce.

Variables and Measurements

This study uses four main variables measured through a questionnaire with a 1-5 Likert scale. The Likert scale was chosen for its ability to measure respondents' level of agreement with the statements provided, ranging from strongly disagree (1) to strongly agree (5), with a neutral option (3) in the middle. This scale has been proven to be reliable and valid in consumer behavior research, particularly in the context of Live Streaming Commerce. Each variable

consists of several dimensions developed based on adaptations from previous empirically tested research.

Data Collection Techniques

Data was collected through an online questionnaire distributed to young consumers in Indonesia who actively use the TikTok app and have watched Skintific's TikTok Live Streaming. Before filling out the questionnaire, respondents were screened using introductory questions about their age to ensure that they belonged to Generation Z, i.e., individuals born between 1997 and 2012 according to the Pew Research Center (2024) classification. Respondents were then asked to recall their most recent experience watching TikTok Live Streaming Skintific before answering all the statements in the questionnaire.

Data Analysis Techniques

Data analysis in this study will be conducted in several stages. First, descriptive analysis will be used to describe the characteristics of the respondents and provide an initial description of the research variables. Second, validity and reliability tests will be conducted to ensure the quality of the instruments, including testing convergent validity with Average Variance Extracted (AVE) criteria greater than 0.5, discriminant validity through the Fornell-Larcker criterion, and composite reliability with a value greater than 0.7. Next, Structural Equation Modeling (SEM) analysis using SmartPLS 4.0 will include measurement model testing (outer model), structural model testing (inner model), path coefficient analysis, and R-square evaluation. The next stage was mediation analysis to test the indirect effects between variables using a bootstrapping procedure with 5000 samples, as well as a Sobel test to assess the significance of mediation. Finally, a model fit assessment was conducted using several model adequacy indicators, namely Standardized Root Mean Square Residual (SRMR) with a value below 0.08, Normed Fit Index (NFI) above 0.9, and Chi-square/df ratio. This entire procedure was carried out to test the research hypothesis and identify the significance of direct and indirect relationships between variables within the proposed S-O-R model framework.

Results and Discussion Respondent Profile

The respondent profile is an important part of this study because it provides a comprehensive overview of the basic characteristics of the participants involved. This information aims to ensure that the data obtained meets the research criteria and is relevant to the context of consumer behavior in TikTok Live Streaming Skintific. In addition, this section also confirms that the number of respondents in this study is 300 people, so that the data used has met the sample adequacy for SEM-PLS analysis. By understanding the composition of respondents in terms of age, gender, length of TikTok use, frequency of watching Live Streaming, and shopping experience during live streaming, further analysis can be conducted more accurately and comprehensively. This section also helps explain whether the sample used represents the target population, namely young TikTok users who have a tendency to make impulsive purchases.

Table 1. Respondent Profile (N = 300)

Category	Description	Number (n)	Percentage
Respondent Age	< 18 years	12	4.0
	18–21 years	156	52.0
	22–24 years	102	34.0
	> 24 years old	30	10.0
Gender	Male	72	24.0

	Female	228	76.0
Time spent using TikTok	< 3 months	18	6.0
	3–6 months	69	23.0
	> 6 months	213	71.0
Frequency of Watching Live	Rarely	39	13.0
	Sometimes	138	46.0
	Often	102	34.0
	Very often	21	7.0
Live Shopping Experience	Yes	189	63.0
	No	111	37.0%

Source: Primary Data Processing by Researchers, 2025

Based on Table 1 above, the composition of respondents shows characteristics that are highly relevant to the research context. The dominance of the 18–24 age group (86%) shows that the majority of respondents are from Generation Z, known as digital natives. This group has a high level of dependence on mobile devices and is actively involved in the use of short video-based platforms such as TikTok. This characteristic is important because Generation Z tends to be more responsive to visual stimuli, intensity of interaction, and real-time communication mechanisms, which are at the core of Live Streaming Commerce. Thus, the research findings have a strong basis because the sample collected represents the most potential user group exhibiting impulsive buying behavior.

The 76% female dominance indicates that the majority of respondents are users of skincare products, which are Skintific's primary marketing target. This provides additional validity to the research because women empirically have a higher tendency to explore beauty products, follow influencer recommendations, and engage in Live Streaming-based shopping. This composition makes it easier for researchers to capture the dynamics of engagement and trust that typically emerge among female audiences in the context of skincare products.

In terms of the length of time respondents have been using TikTok, 71% have been using the app for more than six months, indicating a strong level of familiarity with TikTok features, including TikTok Live Streaming. This familiarity is important because more experienced respondents will be better able to assess the quality of streamer interactions, understand promotional patterns, and respond to various forms of interactive stimuli more quickly. This reinforces the argument that impulsive behavior arises not only from ignorance, but also from consistent exposure to the dynamics of Live Streaming.

The high frequency of watching TikTok Live (the "Sometimes" and "Often" categories reached 80%) indicates that respondents are in an intense digital environment, where they are frequently exposed to purchase solicitations, product demonstrations, and direct communication from streamers. This high level of exposure greatly contributes to shaping affective engagement and brand trust, which are central variables in this study.

In addition, 63% of respondents have made purchases during TikTok Live, indicating that the majority of respondents are not just passive viewers, but also active participants in Live Streaming Commerce. This condition reinforces the relevance of the study because the analysis was conducted on a group that already has real experience in the process of impulsive buying.

Overall, the profile of respondents in this study is very much in line with the characteristics of the target population, namely young TikTok users who are easily influenced

by interactive stimuli, real-time product visualization, and the persuasive atmosphere of live streaming. Therefore, the data obtained is considered strong, representative, and capable of supporting the analysis in the next chapter with a high degree of reliability.

Results Outer Model Analysis

The Outer Model Analysis using the PLS Algorithm yielded the following results: Validity Test

Table 2. Outer Loadings Values

	Brand Trust	Impulse Buying	Interactivity
BT1	0.842		
BT10	0.854		
BT2	0.828		
BT3	0.850		
BT4	0.865		
BT5	0.851		
BT6	0.845		
BT7	0.857		
BT8	0.846		
BT9	0.858		
I1			0.892
I2			0.905
I3			0.893
I4			0.909
I5			0.900
I6			0.879
I7			0.899
I8			0.880
I9			0.897
IBB1		0.910	
IBB2		0.900	
IBB3		0.880	
IBB4		0.875	
IBB5		0.909	
IBB6		0.897	
IBB7		0.910	
IBB8		0.896	
IBB9		0.891	

Source: Smart PLS Output, 2025

Based on the values in Table 2 above, which show the results of outer model testing through loading factor/outer loadings values, all indicators in each variable have a loading value ≥ 0.70. This indicates that each indicator is measured validly and strongly. Therefore, it can be

concluded that all items in the questionnaire have met the validity criteria, as shown in the following figure.

Reliability Test

Table 3. Construct Reliability and Validity Test

Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Brand Trust	0.957	0.958	0.963	0.722
Impulse Buying	0.969	0.970	0.974	0.804
Interactivity	0.969	0.970	0.973	0.801

Source: Smart PLS Output, 2025

From Table 3 above, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70. This indicates that all indicators have high internal consistency and are reliable in measuring their respective constructs. Thus, the research instrument is declared reliable and suitable for use in structural model testing.

Coefficient of Determination (R^2)

In assessing the model with PLS, we begin by looking at the R-square for each dependent latent variable. The table below shows the Rsquare estimation results using SmartPLS.

Table 4. R Square Results

	R Square	Adjusted R-Square
Brand Trust	0.344	0.342
Impulse Buying	0.554	0.551

Source: Smart PLS, 2025

Table 4 shows the R square values for both dependent variables. For the brand trust variable, the R square value is 0.344, meaning that interactivity has an influence of 34.4%, with the remainder coming from other variables outside the model. The R square value for impulse buying is 0.554, meaning that interactivity, brand trust, and service have an influence of 55.4%, with the remainder coming from other variables outside the model.

Structural Model Testing (Inner Model) Hypothesis Testing Direct Influence Between Variables

The direct effect between variables can be seen in the path coefficients. The data analysis results show the direct effect values in the following table.

Table 5. Path Coefficients (Direct Effects)

Original Sample	T Statistics	P Values	Conclusion	
Interactivity -> Brand Trust	0.587	14.189	0.000	Accepted

Interactivity -> Impulse Buying	0.577	13,485	0.00	Accepted
Brand Trust -> Impulse Buying	0.241	5.111	0.000	Accepted

Source: Smart PLS Output, 2025

The results in Table 5 show the following direct effect values:

Interactivity has a positive and significant effect on brand trust with a t-statistic value of 14.189 above 1.96 and a significance of 0.000 below 0.05, meaning that interactivity has a real effect on brand trust because the significance value is below 0.05 .

Interactivity has a positive and significant effect on impulse buying with a t-statistic value of 13.485 above 1.96 and a significance of 0.000 below 0.05, meaning that interactivity has a significant effect on impulse buying because the significance value is below 0.05.

Brand trust has a positive and significant effect on impulse buying with a t-statistic value of 5.111 above 1.96 and a significance of 0.000 below 0.05, meaning that brand trust has a significant effect on impulse buying because the significance value is below 0.05.

Indirect Influence Between Variables

The indirect effect between variables can be seen in the specific indirect effects values. The data analysis results show the indirect effect values in Table 5 below.

Table 6. Specific Indirect Effects (Indirect Effects)

Original Sample	T Statistics	P Values	Conclusion	
Interactivity -> Brand Trust -> Impulse Buying	0.141	4.899	0.000	Accepted

Source: Smart PLS, 2025

Table 6 shows the indirect effect between variables, namely that interactivity has a positive and significant effect on impulse buying through brand trust with a t-statistic value of 4.899 above 1.96 and a significance value of 0.000 below 0.05, meaning that brand trust acts as a mediating variable between interactivity and impulse buying ( ).

Conclusion

1. Interactivity has a positive and significant effect on brand trust of Skintific Products during TikTok Live Streaming.
2. Interactivity has a positive and significant effect on impulse buying of Skintific Products during TikTok Live Streaming.
3. Brand trust has a positive and significant effect on impulse buying of Skintific Products during TikTok Live Streaming.
4. Interactivity has a positive and significant effect on impulse buying through brand trust of Skintific Products during TikTok Live Streaming.

Recommendations

1. To optimize product interactivity during TikTok live streaming, it is recommended that companies maximize product interactivity during TikTok live streaming to encourage impulse buying. Giving the audience the opportunity to ask questions, provide feedback, or interact directly with the host or influencer will create a more personal and engaging experience. This interactivity can help increase audience engagement, which in turn encourages faster and more impulsive purchasing decisions.
2. Enhancing brand trust through transparency and product quality To build strong brand trust, Skintific must ensure that products sold through TikTok Live are of consistent quality and live up to their claims. Transparency regarding product ingredients, manufacturing processes, and expected benefits is crucial in strengthening brand trust. For example, conducting live demos that show the product in real use or providing indepth explanations of how the product is made can improve positive perceptions of the brand.
3. Using urgency and scarcity to encourage impulse purchases, it is recommended that creating a sense of urgency and scarcity during TikTok live streams can trigger impulse buying decisions. Limited-time offers or products available in limited quantities can make the audience feel they must buy immediately to avoid missing out. **References**

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