

Stimulating Impulse Buying of Cosmetics and Skincare Products in Live Commerce: The Role of Streamer Attractiveness, Interactivity, and Expertise on TikTok Indonesia

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Keywords

Impulsive buying; Live commerce; Live streamer; TikTok; Perceived values

ABSTRACT

Live commerce, which combines the advantages of offline and online shopping, is gaining attention as an effective sales channel in Indonesia's rapidly growing e-commerce market. In particular, TikTok Shop integrates social media and live commerce, allowing sellers to leverage live streamers' interactions with viewers to stimulate real-time purchases. This research examines how live streamers' attributes — such as attractiveness, interactivity, and expertise — influence impulsive buying through hedonic and utilitarian values within the Stimulus–Organism–Response (S-O-R) framework. This research adopts a quantitative approach and focuses on individuals in Indonesia who have watched cosmetics and skincare live streaming on TikTok Shop. Data from 342 valid responses were collected in February 2026 through an online questionnaire distributed via Google Forms and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that streamer attractiveness and interactivity significantly increase consumers' hedonic value, which in turn strongly drives impulsive buying, whereas utilitarian value does not have a significant effect. The findings suggest that in TikTok live commerce, where shopping is closely integrated with entertainment and social interaction, emotional enjoyment rather than functional evaluation becomes the primary driver of impulsive purchases. Future studies should use more diverse samples, target first-time buyers, compare different streamer types, and incorporate factors such as brand trust to better understand how streamer attributes influence impulsive buying across different contexts.

INTRODUCTION

The rapid expansion of social media and e-commerce platforms, such as TikTok and Shopee, has fueled a surge in impulsive buying within digital consumption environments. Specifically, these platforms evoke strong emotional responses that lead to unplanned purchases (Huang et al., 2024b). For instance, in Indonesia, 37.8% of online users utilize the "pay later" feature when shopping online (We Are Social & Meltwater, 2024), a form of accessibility that alleviates immediate financial pressure, lowers psychological barriers, and facilitates impulsive purchase decisions (Djamhari et al., 2024).

Online shopping facilitates convenience and impulsive purchases but also presents inherent limitations that undermine consumers' confidence in product evaluation (Nablsi, 2024;

Tan et al., 2024; Wu et al., 2016). As a result, consumers may gradually return to offline stores due to dissatisfaction with online shopping constraints such as uncertainty over product condition (Kim & Han, 2023). These circumstances drive the online market to enhance its competitiveness by integrating the inherent strengths of offline retail (Haque et al., 2026). In this context, live commerce emerges as an innovative shopping modality that blends online and offline elements, leveraging interactive features such as real-time communication. Sales promotions conducted through live broadcasts on social media and e-commerce platforms have become increasingly active in the post-pandemic period (Fodouop Kouam, 2025; Ozturk & Ozturk, 2025; Wahyuni, 2024).

Live commerce enables two-way communication between consumers and streamers, engaging consumers as active participants (Li et al., 2022). It maximizes the advantages of online shopping while differentiating itself from traditional offline retail. Consumers can ask questions, make requests, and observe other consumers' responses during live shopping sessions at any time and from any location through mobile devices. It also overcomes the limitations of conventional e-commerce by providing dynamic, detailed information and live product demonstrations (Bai et al., 2024). The sales strategy has become increasingly attractive and entertaining depending on the live streamers' capabilities, and through this evolution, online shopping methods continue to develop by overcoming their limitations and maximizing their strengths.

Live streamers, who are also regarded as spokespersons or advertisers, can attract consumers' attention to products through their personal characteristics and personalities (Li et al., 2024b). According to Lee and Chen (2021), streamers with higher levels of attractiveness significantly amplify consumer interest in products and brands. The level of a streamer's expertise also positively impacts the credibility of online reviews, which in turn influences purchase decisions. Through live streaming, viewers can observe streamers' appearance, characteristics, and personalities, as well as how they interact with products (Guo et al., 2022). This bridges the gap between offline and online retail by integrating interpersonal interaction and traditional sales techniques into the digital shopping experience. Consequently, a streamer's attractiveness, interactivity, and expertise emerge as key interrelated factors in this process (Liu & Wu, 2022).

While promotional stimuli such as discounts can trigger impulsive buying in e-commerce (Ngo et al., 2024), Karunia et al. (2025) suggest that these strategies need to be complemented with relationship-based approaches to sustain long-term engagement in social commerce. Building on this perspective, studies by Kim et al. (2021) and Pangihutan and Agus (2025) further elucidate that impulsive buying in live commerce is facilitated by cognitive and affective immersion generated through interactive experiences — an immersion formed through perceived information quality, parasocial relationships with streamers, and hedonic value. These studies indicate that perceived value and emotional responses generated during live commerce interactions are critical factors in explaining how streamer attributes translate into consumer impulse purchases.

Live shopping increases impulsive purchases through enhanced trustworthiness, interaction, and interest compared to traditional e-commerce. In live shopping, consumers' hedonic and utilitarian values drive impulsivity (Yu et al., 2025). Both hedonic and utilitarian values are important in research on online consumers' impulse purchase behavior during live

streaming, as consumers attend not only to streamers' appearance but also to product specifications. During product demonstrations in live shopping, consumers evaluate streamer attributes and apply the demonstration to their own situations, in the process developing trust in products and reducing uncertainty (Lu & Chen, 2021).

The e-commerce industry in Indonesia is witnessing rapid growth. The number of e-commerce businesses reached approximately 4.4 million in 2024, representing an increase of 15.3% from 2023. Moreover, 42.2% of all businesses in Indonesia are engaged in online sales, and 97.38% of online sellers are micro and small enterprises (BPS-Statistics Indonesia, 2025). This indicates that the e-commerce sector is likely to continue growing, particularly driven by micro and small-scale businesses in Indonesia. On the consumer side, the number of Indonesian e-commerce users reached 65 million in 2024 (Statista, 2025a), with 96% of online shoppers using smartphones (YouGov, 2023). The most frequently purchased product categories among Indonesian online consumers are clothing (69%) and cosmetics and body care (48%) (Statista, 2024).

Driven by high levels of mobile and social media usage among younger generations, live commerce has gained considerable popularity in Indonesia. The country has a strong youth consumer base, with Millennials and Generation Z accounting for half of the population (BPS-Statistics Indonesia, 2024), which contributes to the rapid adoption of interactive and digital shopping formats. Awareness and adoption of live shopping in Indonesia are also notably high: an Ipsos survey found that 78% of Indonesian respondents were aware of live-stream shopping, 71% had accessed it, and 56% had made purchases through live shopping platforms (Marcomm Ipsos in Indonesia, 2022). Live commerce growth in Indonesia is thus driven by a combination of factors, including a large young consumer base, mobile-centric consumption behavior, and the convergence of social media and commerce — conditions that suggest Indonesia provides a highly relevant context for this study.

Regarding platform competition, Shopee dominates the Indonesian e-commerce market with a 46% share of total Gross Merchandise Value (GMV) in 2024, followed by Tokopedia at 23%. Although TikTok Shop holds a relatively smaller share at 11%, it is experiencing rapid growth (Statista, 2025b). Indonesia also has the largest number of TikTok users globally, with approximately 180 million users (DataReportal, 2025), suggesting strong potential for the continued expansion of TikTok Shop in the Indonesian market.

Shopee and Tokopedia launched their live shopping features in 2019. Shopee Live is one of the most prominent live commerce platforms in Indonesia, characterized by promotion-driven strategies such as free shipping vouchers, real-time discounts, and giveaways during live interactions. TikTok Indonesia, which introduced its live shopping feature in 2021, was temporarily suspended for two months in 2023 following regulatory changes imposed by the Indonesian government on social media-based transactions. After addressing these regulatory concerns, the service resumed at the end of 2023 (Jonna et al., 2025). Despite these challenges, 69% of small and medium enterprises (SMEs) and local brands are willing to recommend TikTok Shop to other sellers, citing factors such as seller training support, live streaming and video features, and global expansion opportunities as key determinants in selecting an e-commerce platform (Mariana, 2025).

TikTok live commerce offers an interesting research context despite Shopee's continued dominance in Indonesia's live shopping market. This is because TikTok is a single platform

that combines both marketplace and social media features in Indonesia (Ardiansah et al., 2024). In fact, 46% of Indonesian TikTok users reported having purchased a product after being exposed to advertisements featuring celebrities or influencers (Statista Consumer Insights, 2023). TikTok Shop is therefore facilitating a new consumer environment in which purchases can be made impulsively during the consumption of social media content. Consequently, TikTok provides a more appropriate setting for assessing the link between streamer characteristics and impulsive buying behavior than other major live commerce platforms (Zhang et al., 2024b; Li et al., 2025).

This study focuses on cosmetics and skincare as a product category well suited to examining impulsive buying in live commerce, given their reliance on visual appeal and emotional engagement — qualities that are amplified in live streaming contexts. Prior research suggests that visual cues and emotional factors are significant drivers of impulsive responses in skincare and beauty consumption contexts (Najla et al., 2025). In live commerce, streamer attributes such as attractiveness, real-time interactivity, and expertise shape consumers' perceived value — both hedonic and utilitarian — which subsequently leads to impulsive purchasing (Yu et al., 2025). Specifically, empirical findings from TikTok's beauty live commerce suggest that utilitarian and hedonic value perceptions are critical predictors of consumer trust and purchase intention (Adha et al., 2025; Firlyani & Millanyani, 2025). These findings reinforce the selection of the cosmetics and skincare sector as an ideal context for examining the relationship between streamer attributes, perceived value, and impulsive buying.

This study utilizes the Stimulus-Organism-Response (S-O-R) theory to explain the influence of live streamer attributes on impulsive purchase behavior by focusing on psychological mechanisms. In the context of live commerce, streamer attributes can act as external stimuli that shape consumers' emotional and cognitive states, such as perceived values. Hedonic and utilitarian values, as organismic responses, are expected to influence impulsive buying behavior. The S-O-R framework is therefore particularly well suited to examining consumers' impulsive purchasing behavior in live shopping environments (Li et al., 2022; Ming et al., 2021).

This study aims to examine how live streamers' attributes — attractiveness, interactivity, and expertise — influence impulsive buying behavior for cosmetics and skincare products on TikTok Shop Indonesia, with hedonic and utilitarian values as mediating variables within the S-O-R framework. Specifically, this research seeks to analyze the direct effects of streamer attractiveness, interactivity, and expertise on hedonic and utilitarian values; the direct effects of hedonic and utilitarian values on impulsive buying; and the mediating roles of hedonic and utilitarian values in the relationships between streamer attributes and impulsive buying. The benefits of this research are twofold. Theoretically, this study contributes to the existing literature on live commerce and consumer behavior by extending the S-O-R framework to the context of TikTok live shopping in Indonesia — a rapidly growing but under-researched market. It also clarifies the differential roles of hedonic versus utilitarian values in driving impulsive purchases, particularly for cosmetics and skincare products where emotional engagement plays a dominant role. Practically, the findings provide strategic insights for live streamers, brands, and e-commerce platforms on how to effectively leverage streamer attributes to enhance consumers' perceived value and stimulate impulsive buying. For streamers, this study highlights the importance of attractiveness and interactivity in creating emotional

enjoyment. For brands and platform managers, the results offer guidance on selecting and training streamers, as well as designing interactive features that maximize both hedonic and utilitarian value, ultimately reducing cart abandonment and increasing sales conversion on live commerce platforms.

METHOD

This study adopted a quantitative research design to examine the relationships among streamer attributes, perceived value, and impulsive buying behavior in Indonesian TikTok Shop users who have watched live shopping sessions featuring cosmetics and skincare products. Quantitative research is a study conducted within a well-defined framework based on a thoroughly planned research design (Adams et al., 2014), focusing on obtaining numerical data through the gathering of statistical information. Primarily, quantitative research uses questionnaires to collect data in numerical form, which is then analyzed using statistical methods.

This study adopted a survey research method to investigate the behavior of Indonesian users on a live commerce platform. The survey method enables researchers to obtain information from individuals or organizations in order to describe, compare, and explain their knowledge, attitudes, and behavior (Fink, 2013; Sekaran & Bougie, 2016). Primary data were obtained via an online questionnaire to facilitate data collection from various groups of respondents across Indonesia. Evans and Mathur (2018) note that online survey methods are increasingly being used worldwide due to their broad global outreach, improved speed and timeliness, and easy accessibility for respondents, who can participate at any time and from any location, resulting in a high participation rate.

This study utilized a cross-sectional survey design, in which data were collected from individuals at a single point in time to address the research questions. In contrast to longitudinal studies, cross-sectional studies — also known as one-shot studies — do not measure the dependent variable at different time points nor follow subjects over a period of time (Sekaran & Bougie, 2016). This approach was considered suitable as it reduced the cost and time of data collection within a limited research environment.

Individual consumers served as the unit of analysis, specifically those who have watched live shopping sessions of cosmetics and skincare products on TikTok Shop in Indonesia. The research employed purposive sampling, a non-probability technique, to select participants based on specific criteria, ensuring that only qualified individuals were included through filtering questions at the beginning of the questionnaire. Additionally, snowball sampling was applied to extend the pool of respondents through referrals from initial participants. The sample size was determined based on the recommendation of Hair et al. (2017), which suggests that the sample should be ten times the number of indicators. Given the model's inclusion of 30 indicators, the minimum required sample size was 300. Data were collected via online questionnaires distributed through TikTok, Instagram, X, and WhatsApp in February 2026. The questionnaire used a 7-point Likert scale to measure respondents' agreement with various statements, ensuring accurate expression of sentiment. The survey was divided into eight sections, beginning with screening questions and followed by sections measuring streamer attractiveness, expertise, interactivity, hedonic value, utilitarian value, and impulsive buying tendencies, and concluding with demographic information. Both English and Indonesian

versions of the questionnaire were provided. The operationalization of variables — including attractiveness, expertise, interactivity, hedonic value, utilitarian value, and impulsive buying — was based on previous studies and tailored to the context of this research. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is well suited for complex models and non-normal data. The analysis involved two stages: evaluating the measurement model for reliability and validity, and assessing the structural model to test causal relationships between variables. The model's predictive ability was evaluated using R-squared values, and hypothesis testing was conducted to determine the significance of relationships between variables. Additionally, mediating effects were analyzed using bootstrapping techniques to assess the indirect impact of hedonic and utilitarian values on impulsive purchase behavior.

RESULT AND DISCUSSION

Mediating Effect Analysis

The mediation analysis with bootstrapping method shows that hedonic value significantly mediates the influence of streamer attributes on impulsive buying as shown in table 4.13. Thus, the indirect effect of Attractiveness → Hedonic Value → Impulsive Buying is significant ($t = 4.042$, $p = 0.000$). It confirms that attractive streamers enhance consumers' emotional enjoyment and this further makes them buy impulsively. Similarly, the indirect effect of Interactivity → Hedonic Value → Impulsive Buying is significant as well ($t = 3.596$, $p = 0.000$). It means that live interaction and communication that viewers participate in greatly increase their hedonic experience through which they are led to make spontaneous purchases.

Table 1. Mediation Analysis

Indirect Path	Path Coefficient	t	p	Result
Attractiveness → Hedonic Value → Impulsive Buying	0.229	4.042	0.000	Supported
Interactivity → Utilitarian Value → Impulsive Buying	0.004	0.211	0.833	Not Supported
Interactivity → Hedonic Value → Impulsive Buying	0.161	3.596	0.000	Supported
Expertise → Utilitarian Value → Impulsive Buying	0.006	0.215	0.830	Not Supported

Source: Primary data processed using SmartPLS 4.0 (2026)

On the other hand, utilitarian value is not the mediator between streamer attributes and impulsive buying. The indirect effects of Interactivity → Utilitarian Value → Impulsive Buying ($t = 0.211$, $p = 0.833$) and Expertise → Utilitarian Value → Impulsive Buying ($t = 0.215$, $p = 0.830$) are not significant. These findings suggest that even though interactivity and expertise lead consumers to perceive higher utilitarian value, this kind of rational evaluation does not lead to impulsive buying on TikTok live commerce.

Table 2. Direct Effects

Direct Path	Path Coefficient	t	p	Result
Attractiveness → Impulsive Buying	0.042	0.518	0.605	Not Supported

Interactivity → Impulsive Buying	0.148	1.490	0.136	Not Supported
Expertise → Impulsive Buying	-0.031	0.209	0.834	Not Supported

Source: Primary data processed using SmartPLS 4.0 (2026)

To further examine this relationship, the current study examined the direct effects of streamer attributes on impulsive buying for comparison between indirect and direct effects. Table 2 reveals that the direct effects of Attractiveness, Interactivity and Expertise on Impulsive Buying are insignificant. It suggests that consumers' impulse purchases result mainly from perceived value mechanisms, especially hedonic value, rather than streamer attributes alone.

In sum, the results illustrate a model of complete mediation via hedonic value but not via utilitarian value. Hence, the emotional pleasure that consumers obtain has been the major channel, rather than functional product evaluation. This finding is in line with the character of TikTok live commerce as a social media-based shopping setting, where visually attractive content and interactive entertainment lead to immediate purchase reactions which exceed the impact of rational considerations.

Hypothesis Test Result Analysis

As a result of the data processing using SmartPLS 4, the following discussion explains the findings:

Streamer attractiveness positively influences hedonic value.

The results indicate that the attractiveness of a streamer has a significant positive impact on hedonic value ($\beta = 0.489$, $t = 6.031$, $p = 0.000$), thus confirming H1. Attractive streamers of live shopping make the whole experience more fun for consumers. When streamers are good looking, fashionable, and confidently deliver their presentations, viewers get naturally more interested and entertained. Besides, visual attractiveness can be a good way for consumers to remain in sessions even longer and enjoy the interaction more. Consequently, consumers get a greater hedonic value during TikTok live shopping.

The profile of respondents also offers additional insight into this outcome. Most participants were Generation Z and female users familiar with TikTok live shopping. This particular group knows the short-video format culture, beauty trends, and influencer content very well. For them, live shopping is not only about product acquisition but also about keeping up with fashion, getting makeup tips and enjoying the overall presentation. Since appearance is a vital part of beauty-related content, it makes sense that good-looking streamers can easily get attention and generate a positive emotional reaction. Therefore, it offers an explanation for the fact that streamer attractiveness strongly affects hedonic values.

The findings here align with previous studies on live-streaming commerce. Streamer attractiveness has been shown in various studies to elevate consumers' hedonic value. For example, Li et al. (2022) revealed that streamers' attractive appearance has a positive impact on consumers' hedonic attitudes in live shopping. In other words, visual appeal makes the shopping experience more pleasurable for the viewers. The similar results were found in the research of Yu et al. (2025) as well. The study confirmed that live streamers' behavior factors, including attractiveness, have a positive effect on hedonic value.

Lu et al. (2024) demonstrated that influencer attractiveness enhanced followers' hedonic value particularly in beauty segments where aesthetics are of utmost importance. Besides that, Chen et al. (2025) revealed that the characteristics of a streamer, such as their appearance and manner of presenting the content, significantly influenced the hedonic value of e-commerce live streaming. Similarly, Lee and Chen (2021) confirmed that attractiveness of an influencer resulted in boosting perceived enjoyment which is closely related to happiness and joy. Taken as a whole, these previous works imply that beautiful or fashionable streamers tend to evoke more enjoyment among the viewers. This corroborates the present finding that reports an increase in the hedonic value of TikTok live shopping due to the attractiveness of the streamer.

Streamer interactivity positively influences hedonic value.

The results reveal a statistically significant positive impact of interactivity on hedonic value ($\beta = 0.349$, $t = 4.706$, $p = 0.000$), thus H2 is supported. This implies that a two-way communication between the live streamers and the viewers elevates consumers' pleasure during TikTok live shopping. The consumers being able to talk to streamers, get instant replies, or even be part of a fun chat makes them feel more thrilled at the live session. Besides that, the interactive features such as live comments, games, and real-time reactions create a feeling of closeness and add to the level of entertainment. Consequently, consumers not only derive greater enjoyment but also feel emotionally gratified in TikTok live shopping.

Moreover, the demographic characteristics of the survey respondents help shed light on these results. The sample consists mainly of young adults aged 18 - 35 at 85% (N = 290). They were also experienced with TikTok live shopping, as most of the respondents (69%, N = 235) watched live sessions three times or more in the past six months. Generally, young people who use TikTok tend to derive pleasure from social interaction and entertainment. Since they are well-versed with social media communication, they react positively to certain interactive features such as chatting, reacting, and participating in live sessions. This essentially culminates in their getting more hedonic value from the live-commerce environment.

The present findings also align with the previous research as several scholars have likewise pointed out that interactivity elevates consumers' pleasure from live shopping. Lin et al. (2022) suggested that interactivity during live streaming shopping led to an increase in perceived enjoyment which is largely synonymous with hedonic value. Yu et al. (2025) reported similar findings. Their study illustrated that utilitarian value was enhanced through the interactive behavior of the streamers, which subsequently led to impulse buying. In consequence, consumer communication with streamers leads to higher levels of engagement and enjoyment during shopping experience.

Besides, the favorable relationship between live streaming attributes and hedonic value that is reported in Chen et al. (2025) is also well established. They emphasized the fact that the interactive features play a key role in raising the emotional and entertaining value of the online shopper's experience. Hongsuchon et al. (2025) have also confirmed that the interactive and social aspects of influencer content are the reasons behind the improvement of positive emotions. In summary, the studies indicate that it is the interactive characteristic of live streaming which turns shopping from a task into an entertaining and immersive event. This is

consistent with the results obtained in this study, showing that interactivity is quite an effective means of unlocking hedonic value among TikTok live shopping consumers.

Streamer interactivity positively influences utilitarian value.

The interactivity that occurs between streamers and online consumers affects their utilitarian value ($\beta = 0.326$, $t = 4.162$, $p = 0.000$). This indicates that communicating directly with streamers allows consumers to make more pragmatic purchases on TikTok live shopping. For instance, if consumers have the chance to ask questions, request demonstrations, and get immediate answers from streamers, they will have a better understanding of the product. Specific answers regarding product ingredients and usage guidance make consumers feel that there is less risk involved. Eventually, consumer believes that the product is a good solution to their needs and that its benefits match their preferences.

The demographic description of the respondents gives a rationale for the above result. Notably, more than 56% ($N = 189$) of respondents reported monthly expenditures below Rp 3.5 million, which is close to the average provincial minimum wage level in Indonesia (Fajarihza & Dewi, 2026). This spending pattern suggests that a substantial percentage of the participants may be more budget-conscious when making purchase decisions on TikTok live commerce. As a result, they tend to evaluate products more carefully in terms of price, suitability, and functionality. Direct interaction with streamers provides immediate and relevant information, enabling consumers to make more informed and rational purchase decisions. Consequently, this enhances their perceived utilitarian value.

This finding is in line with some other research. One example is that Yu et al. (2025) demonstrated that interactivity in live streaming increased consumers' perceived utilitarian value, which then led to purchasing behavior. A situation where consumers get the chance to interact with streamers helps them to get a clearer understanding of the products. A similar finding was reported by Lu et al. (2024). Influencer interactivity was found to significantly raise followers' utilitarian value, particularly in beauty-related content. Since it is quite necessary for consumers to get a clear explanation before proceeding with the purchase of the beauty product, consumers tend to appreciate higher interactivity. Chen et al. (2025) also demonstrated that live streaming features such as interactivity had a strong impact on utilitarian value during live streaming sessions. In summary, real-time communication provides the opportunity for consumers to receive useful information, lower their level of uncertainty, and evaluate products on the basis of convenience. The current study's finding that interactivity has a positive influence on utilitarian value is in agreement with the previous studies.

Streamer expertise positively influences utilitarian value.

These results offer support for H4, revealing that streamer expertise is one of the strongest drivers of the online consumers' utilitarian value ($\beta = 0.499$, $t = 5.908$, $p = 0.000$). In TikTok live shopping for cosmetics and skincare category, streamers who show a high level of expertise help consumers to understand better the functional benefits of the products and thus, to efficiently make purchases. The expertise of the streamers may be manifested by providing accurate explanations, comparing products, or sharing reliable product knowledge. In Indonesia's fiercely competitive TikTok Shop market, many similar products are being offered during live sessions. For that reason, the knowledgeable streamers have to act as agents to help

lessen information asymmetry and uncertainty. Hence, it increases the consumers' perception of the product's usefulness and practicality. In accordance with the Stimulus–Organism–Response framework, streamer expertise is an external stimulus that improves consumers' cognitive evaluation of product utility. Consequently they experience higher perceived utilitarian value in live-commerce contexts.

Based on the demographic profile of the respondents, a large proportion of respondents reported frequent engagement with live shopping, with 41% (N = 140) participating 3 – 6 times and 28% (N= 95) more than 7 times within the past six months. This repeated participation indicates that the respondents are familiar with the live-commerce environment and rely on real-time interactions to obtain practical product information. In addition, their spending distribution suggests that many respondents fall within a moderate spending range. It indicates that they may have a certain level of price sensitivity. These beauty product consumers rarely make a purchase without thorough checking of product information since they seek products that best match their skin type and budget. Therefore, a knowledgeable streamer who makes clear explanations about the product ingredients, the suitability for different skin types, and the price comparison, can provide consumers with the exact type of information that they need. In TikTok Shop Indonesia, which is dominated by younger buyers, streamer expertise is vital in deciding the utilitarian value.

Prior research also supports H4. According to Yu et al. (2025), live streamers' professionalism improved consumers' perceived utilitarian value. It indicates that under the knowledgeable streamers' explanation, consumers understand the products better, stimulating practical purchase decisions. Lu et al. (2024) also found that influencer expertise increased followers' utilitarian value, especially in beauty-related content. When influencers explain product ingredients, usage guidelines, and product comparisons, consumers realize the usefulness of the beauty product with utilitarian value. Furthermore, Chen et al. (2025) reported that streamer characteristics, including expertise, significantly influenced utilitarian value in live-streaming e-commerce. Overall, prior studies suggest that knowledgeable streamers help reduce information uncertainty and improve consumers' evaluation of product usefulness. This aligns with the present study's results, where streamer expertise showed a strong positive effect on utilitarian value.

Hedonic value positively influences impulsive buying.

Hypothesis 5 ($\beta = 0.523$, $t = 7.453$, $p = 0.000$) was supported. Thus, the study suggests that consumers, who enjoy pleasure, excitement and emotional satisfaction from TikTok live shopping, are more likely to become impulse buyers. Besides, emotional involvement significantly impacts the formation of purchase behavior for the case of cosmetics and skincare products since the product category is greatly related to appearance and self-presentation (Elgeka & Tania, 2024; Ghazali et al., 2017). Furthermore, a TikTok live stream combines elements of entertainment content, real-time interaction and visually attractive product demonstrations. Hence, it gives such a captivating experience that consumers are attracted to their immediate desires and thus, are less likely to engage in careful evaluation. As such, hedonic value highlights the importance of emotional excitement in causing impulsive purchase in the TikTok live commerce setting.

The findings of this study are linked to the demographic characteristics of the participants. The predominance of female respondents (79%, N = 270) may affect the result since female consumers are more likely to make impulsive purchases during live streaming shopping with hedonic motivation (Huang et al., 2024a). Furthermore, the major proportion of female in this study is consistent with the cosmetics and skincare market structure. With 79% (N = 270) of respondents being female and 54% (N = 186) aged between 18 and 27 years, the strong effect of Hedonic Value on impulsive buying suggests that TikTok live commerce is a platform for emotional gratification and sensory pleasure for young female consumers.

The large impact of hedonic value on impulsive buying behavior in this research agrees with a number of latest studies in the field of online commerce. Silalahi et al. (2025) found that the hedonic value impacted the impulsive buying of Indonesian e-commerce users more than the utilitarian value. In a similar way, Kang and Namkung (2024) revealed that the hedonic value considerably raised the impulsive buying behavior, whereas the utilitarian value did not exhibit a significant effect. Hence, these findings imply that consumers turn to the pleasure and excitement of the moment rather than to the functional aspects when making a spontaneous purchase online.

Pranata et al. (2024) found that emotional immersion as well as streamer-related cues were the two main factors that significantly increased impulsive buying in live shopping settings. Similarly, in the case of TikTok live commerce, Adha et al. (2025) also unveiled that hedonic value was the major factor that caused impulse buying, while utilitarian value was not significant.

The current findings are basically in line with the previous studies which identified hedonic value as the major factor behind online impulsive buying. Additionally consumers' inclination toward hedonic value may be even stronger in the case of TikTok live shopping for cosmetics and skincare products, where the beauty of the product and emotion are the two most influential factors in the purchase decision (Akter & Niloy, 2025; Najla et al., 2025). In sum, during the live session, enjoyment and excitement experienced by viewers can intensify emotional immersion, ultimately making them more prone to impulsive buying.

Utilitarian value positively influences impulsive buying.

Hypothesis 6 suggested that utilitarian value would positively influence impulsive buying on TikTok live commerce. However, the results showed no significant relationship between these two constructs ($\beta = 0.081$, $t = 1.111$, $p = 0.267$), implying that even though consumers are aware of the functional benefits of products displayed in live streams, such rational assessments may not directly drive impulsive buying, particularly in the context of cosmetics live commerce.

This finding can be explained by the nature of cosmetics and skincare products, where hedonic value tends to exert a greater impact on impulsive buying than utilitarian value (Elgeka & Tania, 2024). Cosmetics and skincare are products that generally emphasize personal appearance and self-presentation, making emotions and hedonic value important factors in consumer decisions. Moreover, Ghazali et al. (2017) revealed that hedonic value had a significant impact on consumers' attitudes and purchase intentions toward cosmetic products. Research into skincare purchases by Generation Z also indicates that hedonic shopping motives increase the likelihood of impulsive purchases (Elgeka & Tania, 2024).

Despite Hypothesis 6 not being supported, previous research has shown mixed findings regarding the role of utilitarian value. Some studies have recognized utilitarian value as a crucial factor triggering impulse buying (Fu & Hsu, 2023; Pham et al., 2023; Liu et al., 2024); however, these studies differ from the present one in certain key respects. Fu and Hsu (2023) focused on product features and social factors rather than streamer attributes, while Pham et al. (2023) concentrated on platform-related elements such as app brand equity that influence impulse buying through perceived usefulness. Additionally, Liu et al. (2024) conducted their work in the context of cross-border e-commerce with diverse product categories and multinational samples. Differences in model construction, research environment, and product category may therefore explain why utilitarian value did not play a significant role in determining impulsive buying in this Indonesian live commerce study.

On the other hand, several recent studies have reported findings consistent with those of the present study, in that utilitarian value is not necessarily a significant driver of impulsive buying in live commerce settings. Zahra (2026) conducted a study on Generation Z consumers on TikTok live streaming and found that hedonic value had a significant positive impact on impulse buying, whereas utilitarian value did not have a significant effect on this behavior. The reasoning behind this is that in interactive and entertaining environments such as TikTok Live, consumers may regard functional information as a basis for rational evaluation rather than as an impulse trigger. While product knowledge, clear ingredient explanations, and usage demonstrations can enhance consumers' understanding of a product, they do not necessarily lead to impulsive purchases. In fact, emotional engagement, social excitement, and aesthetic appeal appear to be far more influential in driving impulse purchases, especially in the cosmetics and skincare category where decisions are largely shaped by visual impressions and affective responses (Najla et al., 2025).

The non-significant effect of utilitarian value may indicate a distinctive characteristic of TikTok live commerce as a social media shopping environment, where emotional content plays a stronger role than functional evaluation (Akter & Niloy, 2025). In sum, the rejection of Hypothesis 6 suggests that utilitarian and hedonic values may serve different psychological functions in TikTok live commerce. While utilitarian value may serve as a basis for well-informed evaluation, hedonic value appears to be more closely linked to impulsive buying behavior in Indonesian TikTok live streaming contexts.

Based on the S-O-R framework, the current study proposes that internal states such as hedonic and utilitarian value influence the response of impulsive buying. Prior research has demonstrated that both hedonic and utilitarian values significantly influence impulsive buying within the S-O-R framework (Yu et al., 2025). However, the present study found that only one of the organism variables significantly affects impulsive buying. One key difference between these studies is the role of a moderator: Yu et al. (2025) used social recognition as a moderating variable that strengthens the relationship between perceived value and impulsive buying behavior, whereas the current study did not include a moderating mechanism. As a result, utilitarian value may not exert a sufficiently strong direct influence on impulsive buying without such reinforcement. The finding of this study is, however, consistent with the S-O-R-based study by Escobar-Farfán et al. (2025), which concluded that utilitarian value does not have a significant influence on impulsive buying behavior, unlike hedonic value. This finding suggests that hedonic and utilitarian values do not exert equal influence within the S-O-R

framework, and that hedonic value plays a more dominant role in driving impulsive buying behavior in live commerce contexts.

CONCLUSION

Indonesia has continued to develop as one of the largest e-commerce markets in Southeast Asia, with rapid growth in digital retail activity. In particular, live commerce — combining the advantages of both online and offline shopping — has expanded quickly in recent years. However, shopping cart abandonment rates in Indonesian e-commerce remain notably high. To reduce the gap between purchase intention, purchase decision, and actual transaction, strategies to stimulate impulsive buying may serve as an effective approach. Live commerce platforms are especially suitable for this purpose because consumers can interact directly with streamers in real time and make immediate purchase decisions. Accordingly, this study examines whether live streamers' attributes — such as attractiveness, interactivity, and expertise — can trigger consumers' hedonic and utilitarian values, ultimately leading to impulsive buying of cosmetics and skincare products on TikTok Live, a leading social-commerce-based live commerce platform in Indonesia. The cognitive and affective processes underlying this behavior are analyzed using the Stimulus–Organism–Response (S-O-R) framework.

The empirical results reveal several important findings. Different streamer characteristics — namely attractiveness, interactivity, and expertise — have a strong effect on perceived values. Attractiveness and interactivity were confirmed to have a positive impact on hedonic value, whereas interactivity and expertise positively influenced utilitarian value. These findings indicate that live streamers serve as a major stimulus in the live commerce setting, influencing consumers' emotional enjoyment as well as their practical product evaluation. Moreover, attractiveness emerged as the strongest predictor of hedonic value, suggesting that streamers' visual appeal and presentation style carry considerable influence in beauty-related live commerce.

In addition, the findings indicate that hedonic value substantially increases impulsive buying within the scope of this study, whereas utilitarian value does not have a direct significant influence. Emotional enjoyment tends to be a stronger driver of impulsive purchases than functional evaluation in TikTok live commerce. Since beauty and skincare products are closely linked to appearance and self-presentation, consumers are more readily stimulated by entertainment, excitement, and visual appeal during live beauty sessions. Hedonic value therefore serves as the primary mechanism connecting streamer attributes to consumers' impulsive buying behavior. The mediation analysis further shows that hedonic value mediates the relationship between streamer attributes and impulsive buying, while utilitarian value does not function as a significant mediator. This finding highlights the importance of affective processes in live commerce purchasing, particularly in the context of TikTok Live, where decisions may involve limited prior deliberation. Attractive and interactive streamers enhance consumers' emotional engagement, ultimately leading to spontaneous buying behavior without extensive cognitive deliberation.

Therefore, the findings can be summarized as follows. First, live streamers' attributes influence consumers' impulsive buying primarily through perceived values, particularly hedonic value. Second, attractiveness and interactivity positively influence consumers' hedonic

value, with attractiveness being the strongest predictor. Third, interactivity and expertise positively influence consumers' utilitarian value. Fourth, hedonic value significantly drives impulsive buying, whereas utilitarian value does not have a direct significant effect.

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