

LIVE STREAMING SOCIAL COMMERCE EFFECTS ON SKINCARE IMPULSE BUYING VISA DISCOUNTS

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Abstract: Price discounts are used as an intervening variable in this study to examine the impact of live-streaming social commerce on impulsive purchases among Gen Z Glad2Glow skincare customers in Sukabumi City. 150 random participants participated in the quantitative explanation study. Data analysis employed SmartPLS 4, a partial least squares structural equation model. Pricing cuts and live streaming have a substantial and beneficial effect on impulse buying and price cuts, respectively. Price declines also influence spontaneous purchases and live broadcasting. It is concluded that appealing discounts and interactive live streaming are efficient ways to boost impulsive purchases.

Keywords: Live Streaming; Price Discount; Impulse Buying

INTRODUCTION

The development and broad use of the internet has been a major factor in the transformation of many facets of human life in the age of digitalisation. (Habibah, 2021). There are now 221.5 million internet users in Indonesia. (Seftiandri, 2025).

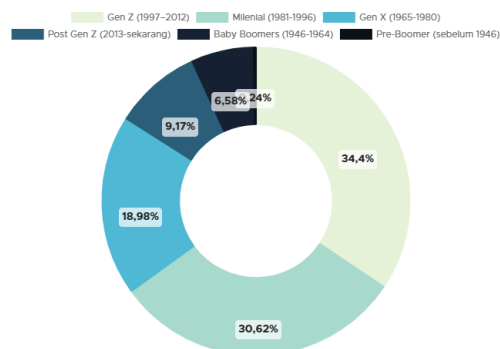


Figure 1 Distribution of Internet Users in Indonesia by Generation 2024
Source: Indonesian Internet Service Providers Association (APJII), Processed by GoodStats.

Generation Z (1997–2012), with high digital literacy, dominates internet usage in Indonesia. The internet is used not only for communication and entertainment but also to change shopping behavior through e-commerce and social commerce platforms. Easy access, fast information, and exposure to digital content, such as promotions and real-time interactions, make Gen Z more sensitive to advertising and more susceptible to impulse purchases. (Thakur, 2024).

One of the growing platforms is TikTok, a social commerce platform that integrates entertainment and shopping activities. Its popularity is driven by engaging video content for the younger generation. (Ajizah & Nugroho, 2023). In addition, the live streaming feature is increasingly enhancing interaction and sales potential in real-time. (Rifka Alkhilyatul Ma'rifat, I Made Suraharta, 2024). Commerce TikTok revealed that 80% of sales come from the live streaming feature (Tekno & Anggraeni, 2026).

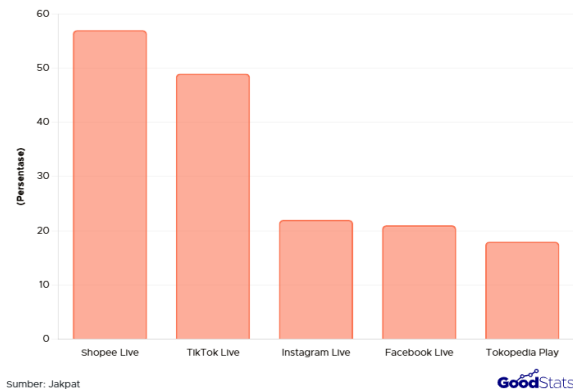


Figure 2 Live Shopping Platforms in Indonesia in 2024
Source: Jakpat, processed by GoodStats

TikTok Live is the second-most popular live commerce platform among Indonesian consumers, according to the data in the graph above. This suggests that live streaming purchasing is becoming more popular, especially due to its interactive elements and alluring discounts. Additionally, TikTok demonstrates a change in customer behaviour from traditional retail to more impulsive and real-time internet shopping. (Yuarti et al., 2024).

The Glad2Glow brand works in the skincare and makeup sectors of the beauty business. Glad2Glow, a product created by PT. Suntone Wisdome Indonesia, is presently trending on TikTok amid the competition among local skincare goods.(muhammad idris, 2025)

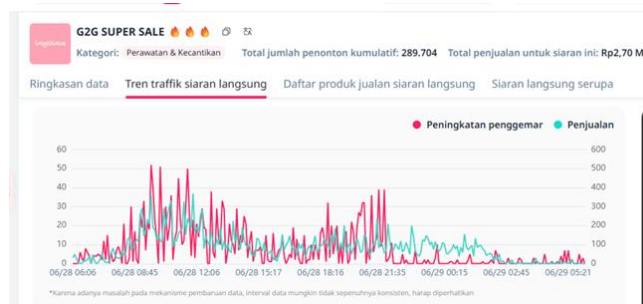


Image 3 Trends in Live Broadcast Sales Traffic and Fan Growth
Source: FastMoss TikTok Analytics June 28, 2025

The Glad2Glow graphic demonstrates a rise in sales during live streaming, suggesting that this activity can elicit situational and emotional cravings, particularly through the sense of urgency and the fear of losing out on deals, so promoting impulsive purchases. However, the propensity for impulsive purchases declines in the absence of live broadcasting. This implies that the creation of spontaneous purchasing stimulus is significantly influenced by live streaming.

Glad2Glow's marketing approach focuses on creating an engaging shopping experience through partnerships with influencers and brand ambassadors, as well as viral and instructive video on TikTok, including live streaming. (E-commerce, n.d.). Real-time communication, product advantages distribution, and special price reductions are all made possible by this feature, which may increase consumer motivation to make a purchase.(Yuarti et al., 2024). The effectiveness of live streaming and discounts is still below par, though, as preliminary findings show that not all spectators make purchases.

Live streaming's impact on impulsive purchases is still uneven. According to some research, it has no discernible impact. (Dyta & Osly Usman, 2025) (Zakiah et al., 2025) (Rizqi Adha et al., 2025). Others discover a favourable impact (Awwaliya Dhiyaus Syamsiyah & Lia Nirawati, 2024)(Naswa Ika Febrianty et al., 2025)(Zakiah et al., 2025)(Aifa Nadia Rohmah, 2025). To close the gap, a mediating variable is therefore required.

Numerous studies demonstrate that price reductions are positively impacted by live streaming (Aifa Nadia Rohmah, 2025)(Rahmawati. (2024)., 2025)(Bisnis et al., 2020). Additionally, price discounts serve as a moderator in promoting impulsive purchases. (Rahmawati. (2024)., 2025)(K. L. D. Larasati & Yasa, 2021). Price discounts are established as a mediating variable in the study based on this. It is anticipated that this study would offer Glad2Glow strategic suggestions for maximising live streaming and offering price breaks to boost impulsive purchases.

LITERATURE REVIEW

This study's grand theory is marketing management. Planning, implementing, supervising, and controlling marketing strategies for goods or services to successfully and efficiently accomplish the company's objectives as well as upholding exchange relationships between producers and consumers so that both parties profit are all included in marketing management. (Ariyanto et al., 2023)(Sudarsono, n.d.).

Consumer behaviour is a middle-range hypothesis. The study of how people or groups choose, acquire, utilise, and assess goods, services, or experiences to satisfy their needs and aspirations is known as consumer behaviour. (Fathurrohman et al., 2023).

The study uses live streaming, price discount, and impulsive buying theories to explain the relationship between variables. The three interrelated concepts impact client behaviour in online purchasing through live streaming on social commerce sites like TikTok.

A live broadcast that incorporates words, images, sounds, and other expressions is known as live streaming (Saputra & Fadhilah, 2022). Live streaming is a technique for broadcasting an event in real time via the internet. It is also utilised as a social media element that enables companies to communicate with customers directly in real time through live broadcasts (Noor, 2020).

According to this viewpoint, live streaming may be summed up as a real-time broadcasting technique and technology that combines different communication components into a single digital platform. In the context of digital marketing, this feature facilitates more interactive communication between corporate players and customers by allowing two-way contact between the broadcaster and the audience.

Offering a lower price than the standard price is known as a price discount (Riska et al., 2022). Even when providing discounts to draw customers, corporate actors nevertheless take operational profitability into account when putting it into practice (Utami et al., 2024). Discounts are sometimes viewed as savings from the standard price given to customers in order to boost sales. (Herdiany et al., 2021).

Four components make up the dimensions of price discounts: cash discounts, which are direct price reductions for customers; quantity discounts, which are price reductions for customers who buy in specific quantities; functional or trade discounts offered by manufacturers to distribution channel participants; and seasonal discounts, which are price reductions on goods bought outside of season. (Rizky & Maria, 2024). The quantity of the decrease, the length of the discount, and the kind of product being discounted are the three additional aspects of price reductions. (Ahn & Kwon, 2020).

Impulsive purchases are those that are undertaken without serious thought or prior forethought. (Darwipat et al., 2020). It happens when a customer sees a product, is motivated by an impulse, and then experiences emotional or mental reactions. (Maulana & Supriyono, 2021). According to a different study, impulse buying is when customers decide to buy something on the spur of the moment after viewing it on social media or at the point of sale.(Orfyanny S.Themba et al., 2024).

Experts define impulse buying as a sudden, unplanned purchase behaviour motivated by a consumer's emotional and mental desires after viewing a product.

Impulse buying has seven dimensions: spontaneity, or the sudden desire to buy; power, or the strength of the consumer's internal drive; compulsion, or an emotional urge that is hard to control; intensity, or the strength of the spontaneous desire to buy; excitement, or the positive feeling or enthusiasm during the purchase; stimulations, or environmental triggers like discounts and promotions; and disregard for consequences, or the propensity to ignore the impact of the purchase. (Maulana & Supriyono, 2021)(Ramadhan1 et al., 2022).

In the meantime, spontaneity, thrill and stimulation, and indifference to the consequences are the three dimensions of impulse buying. (Mukaromah et al., 2021). Other research indicates that the characteristics of impulsive buying include an emotional component relating to the customer's feelings during the purchase and a cognitive component related to consumer thought conflicts. (Septiyani & Hadi, 2024).

As a result, the author created a conceptual framework. This study employs price discount as a mediating variable and live streaming as a variable that affects impulse buying. Thus, the following conceptual framework was employed in this study.



Figure 4 Research Model
 Source: Processed by Researchers, 2025

This study examines how Glad2Glow Gen Z skincare clients in Sukabumi City make spontaneous purchases after live broadcasting. Unlike previous studies that exclusively examined e-commerce sites like Shopee, Lazada, and Tokopedia, TikTok offers video content, live streaming, and direct artist connections. These elements will appeal to Generation Z, who purchase for fun and satisfaction. Live streaming price reductions may also encourage hasty buying.

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RESEARCH METHOD

The research involved Live Streaming as the exogenous variable (X), Impulse Buying as the endogenous variable (Y), and Price Discount as the intervening variable (M).

This study employs an explanatory, quantitative methodology. The study uses data to characterise the link between the independent and dependent variables through mediating variables and to explain the phenomena being studied. This technique allows the researcher to confirm theories on direct or indirect relationships between the variables that have been observed in a phenomenon. (Hamali, S., Riswanto, A., Zafar, T. S., Handoko, Y., Sarjana, I. W. M., Saputra, D., Manafe, H. A., Susanti, I., Kurniawan, S., & Sarjono, n.d.)(Machali, 2021).

In 2021, Machali Imam defined a population as a sizable group or the full thing or subject that will subsequently be the subject of an investigation and study. (Hamid, 2019). Glad2Glow skincare users in Sukabumi City's Generation Z make up the study's population. The Sukabumi City Population Questionnaire Data indicates that there were 94,353 (ninety-four thousand three hundred fifty-three) Generation Z people in Sukabumi City during the first semester of 2025.

In research, a sample is a subset of the population with particular traits that serves as a representation of the population. Purposive sampling, a non-probability sampling method used in this study, entails choosing samples according to predetermined standards. (Edeh et al., 2022). Glad2Glow skincare customers from Generation Z in Sukabumi City, both male and female, between the ages of 10 and 24, who have used Glad2Glow skincare products and made online purchases via the TikTok platform, make up the study's samples.

The recommended sample size for research employing the Partial Least Squares Structural Equation Modelling (PLS-SEM) method is between 100 and 200 respondents, or at least five to ten times the

number of study indicators. (M.Si et al., 2020). Since there are thirty indications in this study, the sample size is determined by multiplying the number of indicators by five.

$$n=30 \times 5 = 150$$

The computation indicates that 150 people participated in the study.

Online questionnaires via Google Forms were distributed to Generation Z Glad2Glow skincare customers in Sukabumi City who were chosen as research participants in order to obtain primary data. A Semantic Differential Scale, which gauges respondents' attitudes, views, and perceptions of the research variables, was used to develop the questionnaire. This scale has two assessment labels and a seven-point interval. (Ghozali & Latan, 2014). This study incorporates secondary data in addition to primary data that was gathered through a review of the literature from a variety of sources, including news outlets, respectable international journals, recognised national journals, and pertinent scholarly reference books.

There is a quantitative method used in this work that is based on SmartPLS 4 and Structural Equation Modelling (SEM). This method looks at the connections between hidden variables in the study model. (Hair Jr et al, 2021). The measuring model evaluation (outer model) checks the concealed concept's relationship to its indicators using convergent validity, average variance extracted (AVE), composite reliability, and Cronbach's alpha tests. True if an indicator's loading factor and AVE values exceed 0.70 and 0.50, respectively. The construct is reliable if its composite reliability and Cronbach's alpha scores exceed 0.70. 2022 (Edeh et al., 2022)

Next, R2, F2, and Q2 values evaluate the structural model (inner model) for exogenous-endogenous linkages. R2 can be 0.75 (strong), 0.50 (moderate), or 0.25. These values reflect how well independent factors explain dependent variable. F2 scores are 0.02 (small), 0.15 (moderate), and 0.35. They measure endogenous variable change due to exogenous causes. In the meantime, Q2 figures assess the model's predictive power. A model with $Q^2 > 0$ is highly accurate in making predictions.(Ghozali & Latan, 2014).

Bootstrapping was used to test the theory, and the t-statistic and p-value were used to figure out how important the link between the variables was. There is a strong link between the factors if the t-statistic is greater than 1.96 and the p-value is less than 0.05.(Edeh et al., 2022).

RESEARCH RESULTS

After valid convergent validity tests, the Average Variance Extracted (AVE) was calculated to assess how well the latent concept explains the variance of its indicators. If its AVE is more than 0.50, a construct explains more than half of its indicators' variance. (Ghozali & Latan, 2014).

Table 1 AVE Analysis Results

Variabel	Average Variance Extraction (AVE).
<i>Live Streaming</i>	0.673
<i>Price Discount</i>	0.682
<i>Impulse Buying</i>	0.683

Source: Processed by the author, 2026 (using smart-pls4)

Every indicator variable has an AVE value greater than 0.5, according to Table 4.1. Among the variables, the Impulse Buying variable has the highest AVE (0.683), suggesting that its indicators have the best capacity to capture the construct. As it stays above the minimum threshold of 0.5, the Live Streaming variable has the lowest AVE (0.673), suggesting that the Live Streaming indicators adequately explain the construct. Consequently, it can be said that every variable in the research satisfies the requirements for convergent validity.

Once the composite reliability and Cronbach's alpha for each variable were over 0.70, the indicators met the criterion and showed consistency.

This study assessed test reliability using Cronbach's Alpha and Composite Reliability. A design is trustworthy if its Composite Reliability and Cronbach's Alpha values are at least 0.70 (Hamid, 2019). The test in Table 4.4 shows that the Live Streaming variable has 0.949 Composite Reliability and 0.939 Cronbach's Alpha. A Cronbach's Alpha of 0.957 and Composite Reliability of 0.963

indicate Price Discount. However, Impulse Buying has 0.951 Composite Reliability and 0.942 Cronbach's Alpha. All of these numbers are greater than 0.70, indicating that each variable in this study is dependable and that its indicators constantly measure the research concept.

After testing the outer model, the inner model must be evaluated to determine construct correlations, significant levels, and the research model's prediction ability. (Hamid, 2019). This examination utilised R-Square (R^2), F-Square (F^2), and Q-Square (Q^2) tests.

Price Discount has an R^2 of 0.849, near the top of the R-Square test range. The research model's independent variables explain 84.9% of Price Discount. The remaining variance is attributed to non-study factors. At 0.845, Impulse Buying has a high R^2 score. This suggests the study model's independent factors explain 84.5% of Impulse Buying variation. These results show that the research model can relate study elements well.

F-square testing determined how much exogenous influences affected endogenous variables. Table 4.6 indicates a significant impact of live streaming on price discounts, with a f^2 value of 5.638. Live broadcasting greatly impacts price decreases. However, live streaming has a tiny direct effect on impulse buying with a f^2 number of 0.088. Price reduction affect impulse purchases with a f^2 value of 0.392. These findings imply that price reduction influence impulse purchases.

In Table 4.2, a Q-Square test demonstrates that Price Discount is 0.861 and Impulse Buying is 0.797. The research model predicts well since both values are greater than 0. This indicates that the study model is accurate and can predict variable relationships.

Table 2 Hypothesis Test

Variable	T-Statistic Coefficient Path	P Value	Direct Effect	Indirect Effect	Total Effect
(X) -> (M)	26.727	0.000	0.922	0.000	0.922
(M) -> (Y)	6.825	0.000	0.635	0.000	0.635
(X) -> (M) -> (Y)	6.501	0.000	0.000	0.585	0.585

Source: Processed by the author, 2026 (using smart-pls4)

Live streaming, price discount, and impulsive buying are the independent, mediator, and dependent variables in this study. The research method is marketing management. The study included Sukabumi City Generation Z Glad2Glow skin care users.

DISCUSSION

The hypothesis test shows that live streaming significantly affects price discount with a coefficient of 0.922, a T-Statistic of 26.727, and a P-value of 0.000. These findings support H1. Live streaming activities that promote Glad2Glow items boost purchasers' impression of the price discount.

Customers can interact with live streaming on TikTok to see products up close and discover discounts. In reality, vendors frequently provide special offers, product bundling, or time-limited discounts that are only available during the live broadcast. Customers are more interested in the prices supplied because of this circumstance. A sense of urgency is also created when discounts are delivered in real time with a time constraint, which strengthens customers' perceptions of their worth. Compared to traditional promotional media, live streaming is more successful in grabbing consumers' attention because it can convey messages interactively and in real time. (Saputra & Fadhilah, 2022)(K. Larasati & Yasa, 2021)(Kinasih & Wuryandari, 2023)(Bisnis et al., 2020). Thus, live streaming plays a significant role in boosting Glad2Glow's discount pricing strategy's efficacy.

The hypothesis testing showed that Price Discount increases Impulse Buying (coefficient = 0.635, T-Statistic = 6.825, P-value = 0.000). Results support hypothesis 2. Buyers are more inclined to buy something without thinking if the price lowers drastically.

Price cuts can make customers buy products without considering since they assume they're getting something better. When they see a "cheap price." customers buy without thinking. Time and product quantity limits apply to live streaming discounts. Watchers feel compelled to respond swiftly. When they can't find a good price, people buy quickly and without considering. Businesses attract and convert customers by cutting pricing. (Noor, 2020). Discounts and promotions influence

impulsive purchasing (Darwipat et al., 2020). Thus, Glad2Glow customers' impulsive buying is largely driven by price cuts.

Price Discount greatly mediates Live Streaming's influence on Impulse Buying. The indirect impact coefficient of 0.585, T-statistic of 6.501, and P-value of 0.000 demonstrate this. H3 is accepted based on these results. If prices are dropped, live broadcasting will work better to get people to buy products without thinking.

Live streaming provides an emotional and participatory experience strengthened by clear and convincing discount information, requiring mediation. People see benefits when prices drop, so they buy goods without thinking. You'll save money if the price drops, but live streaming makes you curious, joyful, and enjoyable. Many people buy products without considering due to mental and emotional causes. For live broadcasting to increase chance purchases, the supplier must offer Glad2Glow clients compelling and relevant price reduction.

CONCLUSION

This study shows that live streaming affects how Generation Z Glad2Glow skin care product users in Sukabumi City see price decreases. Real-time product information during broadcasts can attract more viewers and interest them in bargains. The host's live streaming marketing of Glad2Glow skin care products makes the price drops more appealing. The study also found that price reduction make people buy without thinking. People buy more without considering if they think the price is lower.

Time and quantity limits during sales increase urgency, making individuals more likely to buy without thinking. Thus, cutting pricing encourages Glad2Glow customers to buy without thinking. This study also reveals that price drops bridge live broadcasting and spontaneous purchasing. Price savings are logical, but live streaming gives you an emotional experience through direct link and live entertainment. Due to these rational and emotional factors, people are more likely to buy unnecessary items. Glad2Glow's success in enticing consumers to buy without thinking is due to their ability to use compelling live streaming and appealing discount techniques.

SUGGESTION

A number of theoretical recommendations should be taken into account for further research in light of the research findings. To make the research findings more thorough and better in line with advancements in digital marketing, future researchers are encouraged to incorporate additional pertinent characteristics, such as consumer engagement, trust, or hedonic purchasing value. To provide more detailed results, future research may also use mixed-methods or qualitative methodologies. In order to increase the generalizability of the results, it is also anticipated that the research would broaden the objects and study areas.

In actuality, Glad2Glow is advised to enhance the quality of live streaming by enhancing the host's capacity to present product information in real time, interactively, and persuasively. Additionally, the business must maximise its price-discount tactics through initiatives like product bundling, flash sales, and special offers during live broadcasting. Additionally, as it has been shown to increase customer impulse purchases, the combination of live streaming and price reductions should be continuously maintained.

There are various limitations to this research. First, the results cannot be broadly applied because the study was limited to Glad2Glow skincare users from Generation Z in Sukabumi City. Second, respondents' responses are subjective and impacted by personal opinions because the data was gathered online using surveys.

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