

The Impact Of Social Commerce and Live-Streaming On Beauty Product Purchase Interests Among Gen Z

Nindi Kamila Indawati^{1*}, Putri Nabilla Rasidi², Ulin Nikmah³, Sandiyanto⁴

¹²³⁴ STKIP PGRI Situbondo, Indonesia

Email korespondensi*: nindikamila03@gmail.com

Abstract: The development of digital technology has brought significant changes in consumer behavior, particularly the utilization of social commerce and live streaming features on social media platforms. This study aims to examine the impact of social commerce and live streaming on purchase intentions for beauty products among Generation Z. The method used is a Systematic Literature Review (SLR) with data sources from Google Scholar. The selection process used inclusion and exclusion criteria to identify relevant scientific articles published between 2020 and 2025, resulting in 10 articles for descriptive analysis. The results of the study indicate that social commerce and live streaming generally have a positive and significant effect on purchase intentions for Generation Z towards beauty products. Factors that strengthen this influence include interactivity, product visualization, host or influencer credibility, promotions, and customer reviews. Thus, it can be concluded that digital marketing strategies based on social commerce and live streaming will be more effective if supported by efforts to build consumer trust through credible information and transparent reviews.

Keywords: Social Commerce, Live Streaming, Purchase Interest, Beauty Products.

INTRODUCTION

In the era of increasingly advanced digital technology, the way people search for information, interact, and make purchases has changed. People are increasingly finding it easier to meet their daily needs through smartphones. Previously, smartphones were only used as communication tools, but now they have transformed into multifunctional devices. Smartphones can be used for entertainment, education, work, and social activities today (Desy et al., 2025). One emerging phenomenon is social commerce, which is trading activities conducted through social media such as TikTok, Instagram, and Facebook. Social commerce can facilitate consumers' search for information, interaction, and transactions on a single platform. Companies or sellers can directly interact with consumers through this platform, which also fosters brand loyalty and creates bonds around them (Rohmah et al., 2025).

The platform also continues to change with technological advancements. Observable changes in social media include the addition of features provided by platform developers. (Agustina, 2017). One such feature is live-streaming commerce, a live-broadcast feature that allows sellers to demonstrate products and interact directly with consumers. Live-streaming video is a widely used platform for promoting and interacting directly with consumers, and sellers can directly see the large number of viewers. (Jurnal, 2021).

Beauty products are one category that has been significantly impacted by growth through social commerce and live streaming. These products, such as skincare, makeup, and body care, are well-suited to promotion through visual and interactive models. The primary consumers of beauty products are women, given that Indonesia's female population exceeds 141.8 million. According to the Ministry of Industry, the cosmetics industry is projected to grow by 3.37% by 2025, with Indonesia having significant potential to become a key player. The affordable prices of skincare brands available in Indonesia have fueled increased sales and public awareness of domestically produced skincare products.

An important indicator of digital marketing success is purchase intention. Purchase intention is one of the stages in the consumer decision-making process that emerges in response to product offerings, including those facilitated by social commerce and live streaming. Consumers will be more interested in purchasing a product if it is of good quality, has a comparable price, and offers attractive promotions. (Mlandingan, 2023) . Successful digital marketing will trigger positive perceptions of the product, increase trust, and then encourage purchase intention. (Amiri et al., 2025) . When consumers shop via live streaming, they experience a pleasant mental state because they are more engaged and tend to have a positive attitude toward the product presented by the streamer. This also influences consumer purchase intention. (Maharani & Dirgantara, 2023) . If consumers are satisfied with a product, they will also leave positive reviews, which can inspire other buyers. (Ladi et al., 2023) . If consumer reviews are overwhelmingly positive, potential consumers' purchase intention will also be high. This is a factor in consumer purchasing intentions for skincare products, especially for Generation Z.

Generation Z tends to trust recommendations from social media, influencers, and direct interactions because they are considered more convincing. Visual content, real-time reviews, and two-way communication via live streaming can increase trust and interest in beauty products. Therefore, it is important to examine the impact of social commerce and live streaming on Gen Z's purchase intention for beauty products to gain a deeper understanding of digital consumer behavior. This article aims to systematically examine the impact of social commerce and live streaming on Gen Z's purchase intention for beauty products.

METHOD

This study uses a *Systematic Literature Review* (SLR) approach to identify and analyze empirical themes related to the impact of Social Commerce and Live Streaming on Generation Z's purchasing intentions. A Literature Review is a discussion of theories, findings, and research articles to serve as a basis for research activities. (Simatupang & Yuhertiana, 2021) . The subject of this study was taken from the Google Scholar database, which is considered a broad source of information, and will then be processed using the Prisma method. (Dia et al., 2023) . Then, the data obtained will be analyzed for content to extract data relevant to the research objectives. Content analysis will be carried out by identifying themes in texts from various sources in literature studies, and these themes will then be re-analyzed to derive conclusions in accordance with the research objectives. (Sarnoto et al., 2023) .

The steps involved in implementing SLR are as follows: (1) identifying articles using keywords, researchers collect data by searching for journal articles with the keywords “Social Commerce” OR “Live Streaming” OR “Purchase Interest:” OR “Beauty Products” in the Google Scholar database; (2) analyzing the frequency according to the variables studied; (3) selecting long texts based on inclusion and exclusion criteria; and (4) analyzing the final articles. These criteria include empirical articles that discuss the relationship between social commerce and/or live streaming and purchase interest, as well as responses from Generation Z or young consumers, especially regarding beauty products. The data collection process involves documenting published articles. (Jispendiora et al., 2023) .

Table 1. Article Inclusion and Exclusion Criteria

Aspect	Inclusion	Exclusion
Publication Type	Scientific articles resulting from empirical research (quantitative, qualitative, or mixed methods)	Conceptual articles, opinion pieces, editorials, or proceedings
Research Topics	Discussing social commerce and/or live streaming on purchasing interest	Does not address social commerce, live streaming, or purchasing interest
Research Variables	Purchase interest, purchase intention	Variables not related to purchasing interest
Publication Year	Articles published within the last 5 years (2020–2025)	Article published outside the specified year range
Article Language	Indonesian or English	Languages other than Indonesian and English
Article Access	Full text is accessible	The article cannot be fully accessed.

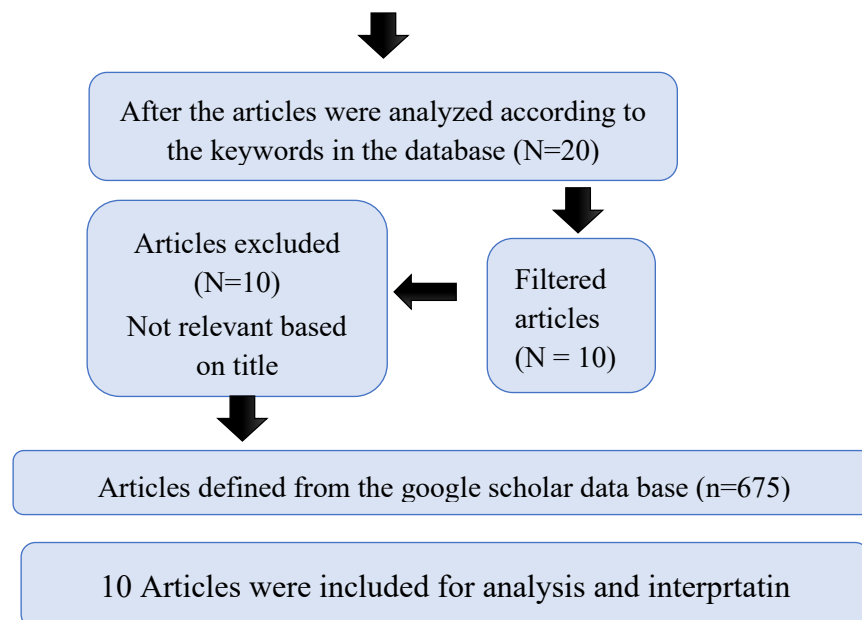


Figure 1. Flowchart related to the Systematic Literature Review anchor
Data analysis was conducted using a qualitative descriptive approach, grouping and comparing research topics to identify influencing and supporting factors and the

overall research findings. The results were analyzed to determine the impact of social commerce and live streaming on Generation Z's purchasing habits.

RESULT AND DISCUSSION

RESULT

The first step taken by the researcher was to identify articles using Google Scholar with the keywords "Social Commerce" OR "Live Streaming" OR "Purchase Interest" OR "Beauty Products," and 675 articles appeared. The researcher then analyzed the results by variable, namely Social Commerce, Live Streaming, and Beauty Products, and obtained 20 relevant articles. Next, the articles were excluded, and 10 irrelevant articles were identified; the rest were included articles that met the criteria, such as those indicated in Table 1. The final step was to analyze the selected articles.

After applying the inclusion criteria, 10 relevant articles were identified, which the researcher is currently examining. These articles were analyzed in the following table:

Table 2. Results of Literature Review Analysis

NO	Researcher Name and Year of Research	Title	Method	Results
1	Author: Shofa Qosidatul Ghautsiyyah and Yayuk Sri Rahayu Year: 2025	Analyzing the Impact of Online Customer Reviews and Live Streaming on Skin Care Purchase Decisions Based on Purchase Intention	Quantitative	The study's results indicate that live broadcasts significantly influence consumer purchase intentions, while detailed and credible customer reviews influence live broadcasts.
2	Author: Rahmawati Aulia and Tyas Asih Surya Mentari Year: 2025	The Influence of Instagram Social Commerce and Celebrity Endorsers on Moisturizer Purchase Interest among Female Students of the Makeup and Beauty Study Program, Faculty of PP UNP	Quantitative (<i>Ex post Facto</i>)	The results of the study indicate that Instagram social commerce featuring celebrity endorser Tasya Farasya has a positive and significant effect on the purchase interest in The Originote moisturizer among female students in the Makeup and Beauty Study Program, FPP UNP. Partially, Instagram social commerce is shown to have a

				<p>significant effect on purchase interest, with a significance value of 0.000 (<0.05), as does celebrity endorser Tasya Farasya, who also has a significant effect with a significance value of 0.001 (<0.05). Simultaneously, both variables have a substantial effect on purchase interest, evidenced by the calculated F value of 41.832 and a significance of 0.000 (<0.05). This finding confirms that the use of interactive Instagram social commerce features and the credibility and attractiveness of celebrity endorsers can increase consumer trust, interest, and purchasing decisions for skincare products.</p>
3	<p>Authors: Maulidya Adiffa Rahmadanti, Imas Sukaesih, Hani Hasanah Year: 2025</p>	<p>An Analysis of Flash Sale Promos, E-Wom, and Live Streaming on Impulsive Buying of Camille Beauty Skincare Products on TikTok Shop</p>	Quantitative	<p>The results of this study indicate that the Flash Sale Promo has a significant positive effect on the impulsive buying of Camille Beauty skincare products on the TikTok Shop, making this strategy effective at encouraging purchases.</p>

				Spontaneous. E-WOM had a positive effect, although its statistical strength was moderate, so its contribution to impulse buying remained limited. In contrast, live streaming did not significantly affect impulse buying, suggesting that this feature's effectiveness needs to be assessed. The third variable explained only 36.3% of the variation in impulse buying, with an R-square of 0.363; the remaining 63.7% was influenced by factors not included in this study.
4	Author: Asshafrada Putri Windakirana, Samari, Itot Bian Raharjo Year: 2025	The Influence of Fear of Missing Out (FOMO), Live Streaming, and Price on Cosmetic Purchasing Decisions on E-Commerce Among Gen Z	Quantitative with the survey method	The results of this study show that of the three variables studied, only Live streaming and Price significantly influenced Gen Z's online cosmetic purchasing decisions. Although high, FOMO did not have a statistically significant effect. Live streaming was shown to drive purchase interest due to its interactive nature, while Price was the most influential factor, as Gen Z highly considers

				<p>promotions, discounts, and other benefits. Simultaneously, all three influenced purchasing decisions, with Price being the primary determinant. Theoretically, these results confirm that a combination of emotional, technological, and economic factors influences purchasing decisions. Practically, companies should focus on attractive pricing strategies and optimize live streaming features as a promotional tool. Although FOMO was not partially significant, an urgency-based approach can still be used to attract consumers' attention.</p>
5	<p>Author: Abni Nurshahira Year: 2025</p>	<p>The Impact of Social Commerce on Beauty Product Sales Among Generation Z: A Case Study of Sales in TikTok Stores</p>	Quantitative	<p>The results of the study show that social commerce, namely through TikTok Shop, has a significant influence on beauty product purchasing behavior among Generation Z. Based on questionnaire data distributed to students of Padang State University, the level of interest of</p>

				<p>Generation Z in using TikTok Shop reached 72.74%, which indicates that the majority of respondents have a high interest in the platform as an online shopping medium. This high interest is influenced by the characteristics of Generation Z, who are responsive to visual content, viral trends, and entertaining and interactive shopping experiences.</p>
6	<p>Author: Inas Fadilah Year: 2025</p>	<p>Content Marketing TikTok Affiliate, Customer Reviews and Live Streaming: Increasing Interest in Buying Skincare</p>	Quantitative	<p>The results indicate that the Live Streaming feature has a positive and significant influence on purchase intention, with a significance value of 0.006, which is well below the critical limit of 0.05. This finding confirms the strategic role of Live Streaming as an effective digital marketing medium in building consumer interest. The success of Live Streaming in driving purchase intention can be attributed to its ability to create a real-time, interactive experience that allows users to</p>

				interact with sellers. The unique characteristics of Live Streaming, which combine visual elements, interactivity, and urgency, have been proven to create deeper emotional engagement with potential buyers compared to conventional marketing content formats.
7	Authors: Stella Poh, Djohan Gunawan Hasan, and Krist Ade Sudiyono Year: 2024	The Power Of Social Commerce: TikTok's Impact On Gen Z Consumer Purchasing Behavior	Quantitative	The study's findings indicate that social media content and live streaming on TikTok significantly influence Generation Z consumer purchasing behavior in the context of social commerce. The findings also confirm that consumer attention significantly influences interest, and interest strongly influences the desire to purchase. These findings demonstrate that the AIDA (Attention-Interest-Desire-Action) model consistently operates in Gen Z purchasing behavior in social commerce. When consumers are interested and

				obtain relevant and convincing information, their desire to purchase a product becomes stronger.
8	Author: Indra Hermawan Year: 2024	How TikTok Shop Drives Beauty Product Purchase Intentions Among Muslim Gen Z Women In Medan	Quantitative	The results of the study indicate that social commerce features alone do not significantly influence Customer Trust or directly drive Purchase Intention. Only Customer Trust shows a significant positive impact on Purchase Intention, highlighting trust as a crucial factor in purchasing decisions within social commerce platforms. The indirect effect of the Social Commerce Construct on Purchase Intention through Customer Trust is also weak and insignificant, indicating that simply implementing social commerce features is insufficient without fostering strong customer trust. This study contributes by emphasizing the crucial role of Customer Trust in increasing Purchase Intention on social commerce platforms and by guiding businesses

				to prioritize trust-building strategies over simply adding social commerce features.
9	Author: Delvia Andriani Year: 2025	The Influence of Social Media, Celebrity Endorsements, and Scarlett Product Reviews on Generation Z's Purchase Interest on TikTok Shop	Quantitative	The research findings show that social media, celebrity endorsements, and product reviews positively influence Generation Z's purchasing intentions, both partially and simultaneously. These findings underscore the importance of utilizing integrated digital marketing strategies to attract young consumers. The study also found that social media marketing and online customer reviews increase purchase intentions for Scarlett Whitening products by building consumer trust, which is key to attracting new buyers on digital platforms.
10	Authors: Kholiviand Rizqi Pratama, Rini Rahayu Kurniati, and Rio Era Deka Year: 2025	The Influence of Live Streaming, Discounts, and Promotion Features on Interest in Buying Daviena Skincare Products on the E-Commerce TikTok Shop	Quantitative	The results of the study indicate that live streaming, discounts, and promotions each have a positive and significant influence on consumer purchase intention for Daviena Skincare products

			<p>on TikTok Shop, both partially and simultaneously. Live streaming can increase purchase intention through direct interactions that build consumer trust and understanding of the product. At the same time, discounts serve as price incentives that attract attention and encourage purchasing decisions. Promotions such as vouchers, cashback, and free shipping have also proven effective in increasing consumer interest. Together, these three variables explain 68.8% of the variation in purchase intention. In contrast, 31.2% is influenced by factors outside the study, with live streaming and promotions being the most influential variables in consumer purchase intention.</p>
--	--	--	---

Figure 2. Distribution of Respondent Characteristics from the analyzed articles
 Figure 2. Distribution of Respondent Characteristics from the analyzed articles
 Figure 2. Distribution of Respondent Characteristics from the analyzed articles

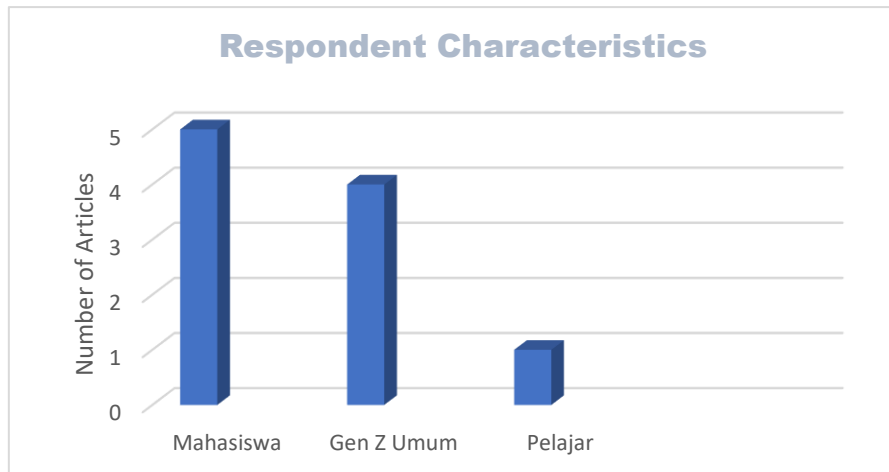


Figure 2. Distribution of Respondent Characteristics from the analyzed articles

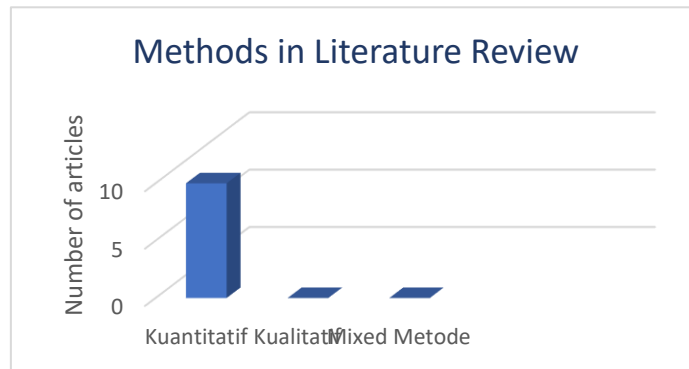


Figure 3. Distribution of Research Methods in Literature Review

The percentage data from the author's article analysis is presented as a pie chart to compare the results.

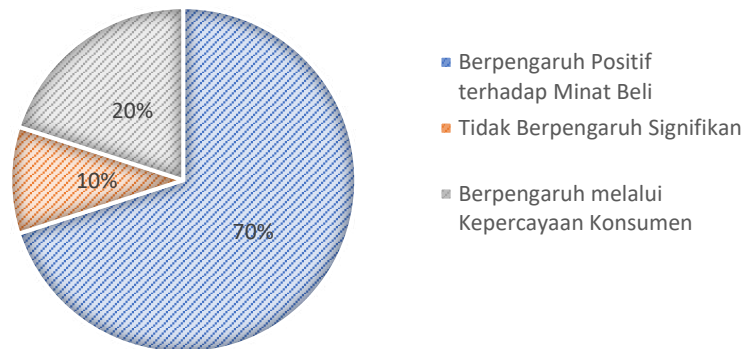


Figure 4. Pie chart of article review results

Based on the articles analyzed, 70% stated that social commerce and live streaming have a positive influence on Gen Z's interest in purchasing beauty products. Through this analysis, researchers also found that live streaming does not always have a positive effect in the absence of consumer trust as a mediating factor.

The majority of studies used a quantitative approach, either through surveys or ex post facto research.

DISCUSSION

Based on the articles analyzed, social commerce affects consumer interest in purchasing. This finding addresses the research objectives: examine the role of social commerce in encouraging purchasing interest, analyze the influence of live streaming on purchasing interest, and identify factors that strengthen or weaken the influence of social commerce and live streaming on purchasing interest. The findings show that consumer trust is a key factor. According to the results, Instagram social commerce has a significant effect on Gen Z consumers' interest in purchasing beauty products, namely The Originote moisturizer, with the selected sample being students in the makeup and beauty study program, FPP UNP. In this study, there are also other independent variables, namely celebrity Tasya Farsya, which influence purchasing intention with significant results. This finding shows that Instagram's social commerce feature can increase Gen Z consumers' interest in moisturizers, mainly when supported by a trusted celebrity endorser. A study by Nurshahira (2025) shows that TikTok Shop's social commerce significantly influences Gen Z's beauty product purchasing behavior. This study found that TikTok Shop, as a social commerce platform, has a significant influence on beauty product purchasing behavior because it offers a visual, interactive shopping experience and follows viral trends favored by Gen Z. According to Delvia (2021), social media has a positive influence on consumer purchasing interest both partially and simultaneously. This study also found that social media marketing and reviews increase consumer interest in purchasing beauty products from the Scarlett Whitening brand, driven by consumer trust. The results of this study are in line with research conducted by Hermawan, which states that social media commerce features do not significantly influence customer trust or directly encourage purchase interest. This study emphasizes that social commerce needs an intermediary variable to encourage consumer purchasing intention, namely trust. This needs to be built into a social commerce marketing strategy because trust is the primary driver of consumer purchasing intention for a product.

Indra Hermawan's research results align with Shofa's. (2025), who found that live broadcasts on social commerce platforms significantly influence consumer purchase intentions. Furthermore, live broadcasts are influenced by detailed and credible customer reviews. This implies that customer reviews significantly influence consumer purchase intentions, even through live streaming. However, research by Rahmadanti (2025) Shows that live broadcasts have no significant impact on impulsive or spontaneous purchases.

Meanwhile, research conducted by Asshafrada (2025) It has been stated that live streaming encourages interest in purchasing due to its interactive nature. Research conducted by Fadilah (2025) The study showed that the live streaming feature has a positive and significant influence on purchasing interest, with a significance level of 0.006. Research conducted by Poh (2024) Showed that live streaming on the TikTok platform has a significant influence on the purchasing behavior of Gen Z consumers.

This study confirms that consumer attention significantly influences interest, leading to a strong desire to buy. And research conducted by Kamila (2026) The study showed that the live streaming feature has a positive and significant effect on consumer interest in purchasing Daviena Skincare products on the TikTok platform.

CONCLUSION

Based on the review and synthesis of relevant literature, it can be concluded that social commerce and live streaming have a positive impact on Gen Z's purchase intention for beauty skincare products. Consumers tend to prefer audio-visual marketing, such as live streaming, especially when selecting beauty products. However, this must be supported by strategies to build consumer trust, such as providing detailed and transparent reviews and credible information. This can increase consumer purchase intention, as it gives them confidence in purchasing the products offered.

REFERENCES

- Agustina, L. (2017). *LIVE VIDEO STREAMING AS A FORM OF SOCIAL MEDIA FEATURE DEVELOPMENT*. 17–23.
- Amiri, LJ, Hofifah, N., Natasya, I., Felisa, S., Pratama, F., & Surabaya, UN (2025). *LITERATURE ANALYSIS ON THE INFLUENCE OF CONTENT MARKETING*. 23 (1), 26–33.
- Aulia, R., Asih, T., Mentari, S., Tata, D., Dan, R., Pariwisata, F., Perhotelan, D., Padang, UN, Jl, A., Hamka, P., Bar, AT, Utara, KP, & Padang, K. (2025). *The Influence of Social Commerce, Instagram, and Celebrity Endorsers on Interest in Moisturizer Purchases among Female Students in the Makeup and Beauty Study Program, FPP UNP*.
- Desy Fitriani, Ahmad Hafas Rasidi, D. (2025). *The influence of product quality and price on consumer satisfaction of smartphone users in Klampokan Village, Situbondo* . 5 (2), 471–483.
- Dia, A., Sari, I., Herman, T., Sopandi, W., Jupri, A., & Indonesia, UP (2023). *A Systematic Literature Review (SLR): Implementation of Audiobooks in Elementary School Learning* . 6 (2), 661–677. <https://doi.org/10.31949/jee.v6i2.5238>
- Fadilah, I. (2025). *Jurnal Maneksi (Management, Economics, and Accounting) CONTENT MARKETING TIKTOK AFFILIATE, CUSTOMER REVIEWS AND LIVE STREAMING: INCREASING SKINCARE PURCHASE INTEREST*. 14 (3), 1573–1588.
- Hermawan, I., & Utara, BS (2024). *Indonesian Journal of Islamic Economics Research* . 6 (2), 132–146.
- Jispendiora, J., No, V., Karakter, P., Sekolah, DI, Norlita, D., Nageta, PW, & Faradhila, SA (2023). *SYSTEMATIC LITERATURE REVIEW (SLR) Jurnal, E. (2021). COVID-19: THE EFFECT OF LIVE STREAMING VIDEO PROMOTION AND ELECTRONIC WORD OF MOUTH ON BUYING PURCHASING Covid-19: The Effect Of Live Streaming Video Promotion And Electronic Word* . 4 (April), 1–9.
- Kaemong, RC, Arifin, M., & Muhammad, F. (2023). *CAUSES OF THE INFLUENCE OF INDONESIAN MARKET GROWTH ON LOCAL SKIN CARE PRODUCTS IN 2022*. 1390–1396.

- Ladi, B., Mada, JG, Indah, T., Sekupang, K., Batam, K., & Riau, K. (2023). *Factors influencing people's purchasing interest through social commerce in Batam City*. 9 (2), 418–431.
- Ma, S., & Kamila, E. R. (2026). *THE EFFECT OF LIVE STREAMING SELLING AND DISCOUNTS ON YOUTH COSMETIC PURCHASE INTEREST IN E-commerce*. 3 (1), 44–54.
- Maharani, S., & Dirgantara, IMB (2023). *Factors that Influence Immersion When Live Streaming Sharia Shopping and Their Influence on Purchase Intentions (Study on Social Commerce Tik Tok Indonesia)* . 9 (02), 2942–2955.
- Management, PS (2021). *Management Study Program* . 1–11.
- Mlandingan, PK (2023). 414 | *Jurnal Ika: PGSD Unars Vol. 14 No. 2 December 2023*. 14 (2), 414–429.
- Nurshahira, A. (2025). *Journal of make-up*.
- Company, J., Ghautsiyyah, SQ, & Rahayu, YS (2025). *Machine Translated by Google Machine Translated by Google*. 7 (2).
- Poh, S., Hasan, DG, & Sudiyono, KA (2024). *The power of social commerce: TikTok's impact on Gen Z consumer purchasing behavior* . 23 (2), 501–515. <https://doi.org/10.24123/jmb.v23i2.835>
- Rahmadanti, A., Sukaesih, I., & Hasanah, H. (2025). *ANALYSIS OF FLASH SALE PROMOTIONS, E-WOM, AND LIVE STREAMING ON IMPULSIVE BUYING OF CAMILLE SKINCARE PRODUCTS*. 14 (September), 3253–3266. <https://doi.org/10.34127/jrlab.v14i3.1721>
- Rohmah. (2025). *Journal of Applied Finance and Management CONSUMER BEHAVIOR IN THE DIGITAL ERA: TRENDS AND Journal of Applied Finance and Management*. *Finance and Management*, 6 (2), 218–229.
- Sarnoto, AZ, Rahmawati, ST, Ulimaz, A., & Mahendika, D. (2023). *Analysis of the Influence of the Student Centered Learning Model on Learning Outcomes: A Literature Review Study* . 11 (2), 615–628.
- Simatupang, E., & Yuhertiana, I. (2021). *Independent Learning Independent Campus towards the Change of Learning Paradigm in Higher Education: A Literature Review* . 2 (2), 30–38.
- Studi, P., Feb, M., & Kediri, UNP (2025). *THE EFFECT OF FEAR OF MISSING OUT (FOMO), LIVE STREAMING, AND PRICE ON COSMETIC PURCHASE DECISIONS IN E-COMMERCE* 4 , 587–594.