

Measuring The Amount Of Consumer Desire During Live Streaming Shopping Of Cosmetic Products

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ABSTRACT

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Keyword:

Live Streaming Shopping; Social Commerce; Z Generation; Cosmetic Products; Purchase intention.

Introduction, this research examines the phenomenon of live streaming shopping in the context of social commerce, specifically for cosmetic products followed by generation Z. The main focus of this research is to understand how generation Z interacts with live streaming shopping content and what factors influence their purchasing decisions. The main focus of this research is to understand how Generation Z interacts with live streaming shopping content and what factors influence their purchasing decisions. **Methods**, the research method used was to distribute questionnaires to 431 people from generation Z in Batam city who actively follow live streaming shopping for cosmetic products and using the Partial Least Square (PLS) method with Structural Equation Modelling (SEM) technique to process the collected data. **Results**, the results showed that eWOM, brand image, product, and promotion have a significant role in influencing generation Z's purchasing decisions. **Conclusion**, this research provides valuable insights for cosmetics industry players and social commerce platforms to design marketing strategies that are more effective and in accordance with generation Z's preferences.

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1. Introduction

Live streaming shopping (LSS) is a new way of online shopping activities carried out in real-time through LSS videos and involves interaction between the seller and the buyer (Fransiska & Paramita, 2020). Apart from selling in e-commerce through several social commerce platforms such as tiktok, facebook, and instagram, sellers use this LSS feature to sell and market their products because this LSS feature is very unique because the buying process involves seller-buyer interaction starting from the negotiation process, product review, to payment (Ho et al., 2022). The above factors can increase customer trust and interest in online shopping through LSS because customers can get clearer information about the product they want to buy by the way the seller can show the shape of the product in detail (Saputra & Fadhilah, 2022). In the current industrial era 4.0, everything humans do is based online such as working from home, shopping via smartphones, and much more, in this era when people want to shop now there is no need to come directly to an offline store only at home with smart internet devices such as smartphones or computers can order and buy the desired items (Cuandra & Candy, 2024). Due to the times and technological advances today, various innovations have emerged in marketing or selling a product or service so that it is easier for customers when they want to buy the product or service, one of which is live streaming shopping (LSS) (Yulianto et al., 2024).

With the rapid development of social media in the current era, users especially Generation Z, as well as sellers and buyers are experiencing increasing convenience. Social media plays an important role in product promotion, business information dissemination, and connecting sellers and buyers (Abdul Hamid et al., 2022; Anwari Alhamidi & Deswita, 2022). This is a positive impact of social media on business development. These aspects can be utilized as business strategies that can be linked to the marketing mix (product, price, promotion, place) to create electronic word of mouth (eWOM) through good interactions between sellers and buyers to build a positive network.

The number of social commerce users in Indonesia reached around 191 million people in January 2022, equivalent to 68.9% of the total population, with 170 million engaging in online shopping an increase of 12.35% from the previous year (Kurniasari & Burhanudin, 2022) (Nasution & Indria, 2022). In Batam City, this growth is especially visible among Generation Z, who are highly familiar with digital technology and actively use social commerce platforms such as TikTok Shop, Shopee Live, and Instagram Live. Their preference for interactive and real-time shopping experiences makes Live Streaming Shopping (LSS) an attractive option, as it allows them to see product demonstrations and communicate directly with sellers. Consequently, the widespread use of LSS among Generation Z in Batam contributes to increased purchase intention and supports the city's expanding digital economy.

The subject of this research is a group of people from generation Z in Batam city, it is important to pay attention to the characteristics of consumers from this generation when buying a product or service. Generation Z is a generation born from 1995-2010 (Sawitri, 2022). People who fall into the generation Z category are very much following the times in various ways including the use of social media when they want to buy cosmetic products (Utamanyu & Darmastuti, 2022). Generation Z uses social media as a source to find accurate information in choosing cosmetic products to buy, for example a review of cosmetic products from a very famous influencer (Tajuddien & Praditya, 2022). But keep in mind that the characteristics of this generation must vary when shopping for cosmetic products depending on influencing factors.

The object of this research is live streaming shopping of cosmetic products on social commerce platforms. The reason for choosing this object is because shopping through live streaming shopping social commerce is on the rise, especially for generation Z who are very familiar with trends and technological developments (Hasan & Scorpianti, 2022) and because the ongoing impact of the covid-19 pandemic has increased significantly in the online trading system. Shopping through live streaming is a popular way today for generation Z because the sales are made in real time and buyers can interact directly with the seller (Lee & Chen, 2021). The selection of cosmetic products in this study is because usually the sale of cosmetic products in live streaming shopping social commerce is explained the benefits, how to use and given a direct review of the product by the seller on the platform so that it can increase customer trust and interest. As well as the price given to cosmetic products on live streaming shopping social commerce is much more sloping than the price of offline stores.

The selection of this research topic is related to live streaming shopping activities in social commerce which are influenced by the 4Ps marketing mix (product, price, promotion, place) and electronic word of mouth with watching intention and brand image as mediation of purchase intention. The reason for choosing this topic is because this topic is very interesting to research and then note that live shopping is popular among young people and has potential for the future, live shopping also provides a unique shopping experience for each customer and seller (Apasrawirote et al., 2022). Therefore, it is important to analyze and know what things can influence customers when they want to buy products on live streaming shopping.

Every research must have gaps or problems, this research has several gaps or problems, namely the lack of research discussing the development of LSS social commerce in the city of Batam. Live streaming shopping from the Tiktok platform only appeared in 2021 and has become a trend in recent years, so there are still few studies in Batam city. As a result of the limited information and data to explore the shopping experience in social commerce, this research was conducted with the aim of expanding the discussion of the development of social commerce LSS using different variables and broader data collection. Live streaming shopping has become increasingly popular in recent years, and there are several studies that have analyzed the factors that influence this phenomenon. The factors in this study are product, price, promotion, place (marketing mix) and eWOM with watching intention and brand image as mediation to purchase intention in Batam city, Riau Islands, Indonesia. But for the factors in this study, no one has specifically tested them in one research unit. In addition, there are still limited studies that examine the effect of marketing mix factors on watching intention in live streaming shopping social commerce, even though this factor is the main key that needs to be considered to be utilized because this factor will first influence customers from watching to buying products in existing live streaming social commerce videos.

This research will be used to try to answer questions about the extent to which the variables used can explain the relationship that exists between these variables or what things will affect the product purchasing process of the object in question.

2. Theoretical Framework

Product is the main element that consumers pay attention to when they want to watch live streaming shopping (LSS) videos (Apasrawirote et al., 2022). The key to success in online marketing is the uniqueness of the product in the form of visuals, how to market the product, or the trend of the product (Ho et al., 2022). When consumers notice such uniqueness in LSS videos, it is likely to create a desire to watch LSS videos that sell these products (Iqbal et al., 2023). Strategies or tactics need to be innovatively developed to attract consumers to watch LSS videos such as the unique character of the streamer host (can use a famous influencer as a host) or an interesting or comfortable atmosphere in the LSS video can also attract consumers (Haitao, 2022). Product information also needs to be conveyed clearly to consumers when LSS takes place because this can be a consideration of a consumer when wanting to watch and purchase a product (Munamba & Nuangjamnong, 2021). The research hypothesis proposed is :

H₁: Product has a positive effect on watching intention.

Price is an important element of marketing strategy that can attract consumers (Ho et al., 2022). By using pricing strategies (Al-Dmour et al., 2022), such as reducing product prices during LSS or having flash sale prices within a certain period of time, it can attract consumers to watch LSS videos and generate consumer intention to buy (Apasrawirote et al., 2022). Only consumers who watch LSS can enjoy discounted or low prices, which can be a reason for consumers to watch LSS and make purchases (Ma et al., 2025), this benefits both parties between sellers and buyers because they get each other's needs (Hou & Fang, 2023). Thus the following hypothesis is proposed.

H₂: Price has a positive effect on watching intention.

Promotion aims to introduce the business and attract customers to buy what is sold from the business (Tambunan et al., 2025). By stimulating consumer curiosity and expectations through promotions such as prize draws during LSS or announcing in advance on social media the schedule for LSS to start (Munamba & Nuangjamnong, 2021), this way can lure consumers to watch LSS (Hou & Fang, 2023). Promotions like this can increase the popularity of the seller or store and attract new followers on the seller's social commerce platform (Iqbal et al., 2023). Therefore, sellers or companies need to optimize their promotional methods to increase watching intention so that they can make consumers make purchases (Ho et al., 2022).

H₃: Promotion has a positive effect on watching intention.

Place relates to the location where products or services are marketed and sold (Ho et al., 2022). Social commerce platforms such as tiktok, facebook, and instagram are places to sell and buy products online with LSS services (Hou & Fang, 2023). Online shopping through LSS is an effective way of shopping because consumers do not need to leave the house and only need a smartphone and a stable internet network to purchase the desired product (Augustinah et al., 2024). Compared to shopping directly to a physical store which sometimes takes a long time and has to leave the house. Shopping on LSS involves interaction between consumers and sellers who discuss products or brands, this allows consumers to ask questions and ask for opinions related to products with the host streamer while LSS is taking place because it is trustworthy and there are no edits in LSS videos (Al-Dmour et al., 2022).

H₄: Place has a positive effect on watching intention.

Watching intention and purchase intention are one interrelated concept, especially in the context of live streaming shopping (Hou & Fang, 2023). According to research from (Ho

et al., 2022) shows that factors such as promotion, placement, and physical evidence can have a positive impact on consumer purchase intentions. In the context of live streaming, there are factors that can influence people to want to watch live streaming videos such as product visuals, interaction, and other uniqueness (Zhou & Zhang, 2025). Therefore, sellers or companies need to innovate to create more creative and unique live streaming in order to attract more viewers (Ellitan, 2021). Live streaming shopping makes the relationship between watching intention and purchase intention intertwined because if a consumer has the intention to watch a live streaming shopping video, then there is a greater chance that the consumer will generate the intention to buy the product (Yin et al., 2023).

H₅: Watching intention has a positive effect on purchase intention

The effect of eWOM on brand image has a fairly positive relationship (Purwianti & Suryani, 2022). The positive influence of eWOM on brand image can lead to an increase in consumer purchase intention (Lestari & Ratnasari, 2022). Therefore, it is important for companies to reduce the negative problems of the company's brand image so as not to damage consumer expectations of a company's brand image (Bogomolov, 2025). It should be noted that eWOM is a powerful tool for building and maintaining a good brand image in the eyes of consumers (Putra & Saputri, 2020). (Alrwashdeh et al., 2019) state that this can affect the acceptance of a product and influence consumers in deciding the purchase and sale of products or services. So, the following hypothesis proposes that.

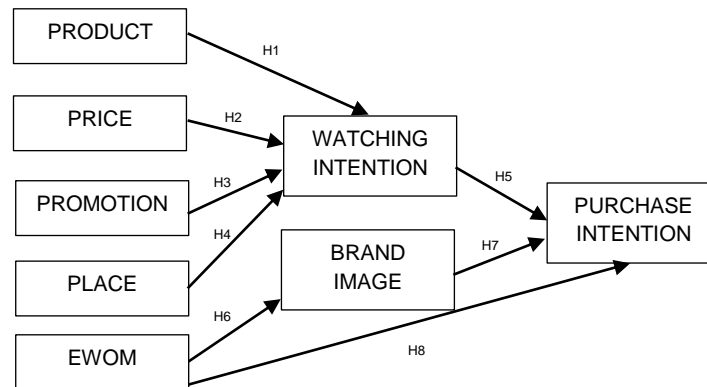
H₆: eWOM has a positive effect on brand image.

Brand image is a crucial factor that influences consumer purchase intention (Prasetyo, 2021). Brand image is a description of the company image that consumers believe symbolizes the quality of the product or service being sold and influences consumer buying interest (Ellitan, 2021). Brand image and purchase intention have a positive correlation between these two variables, because if the company has a positive brand image, it will lead consumers to higher purchase intentions (Benhardy et al., 2020). Therefore, it is important for companies to manage and maintain a positive brand image in the eyes of consumers in order to influence consumer purchasing decisions and increase consumer loyalty (Haitao, 2022). Brand image can also be an important signal to help consumers view a product or service from a company whether the product is worth buying or not (Putri & Dewi, 2021). Based on this explanation, the research hypothesis is as follows:

H₇: brand image has a positive effect on purchase intention.

eWOM is one of the factors that drive a consumer's purchase intention. With eWOM, consumers get information related to products or services that are disseminated through digital platforms such as review websites, social media, and other online review forums (Soliha et al., 2021). Then eWOM can reduce the risk of consumer uncertainty when buying a product or service because it can be used as a reference for consumers, so that consumer purchase intention can be more effective (Alrwashdeh et al., 2019). The relationship between these two variables has been studied and it is stated that eWOM has a significant effect on purchase intention (Al Qaimari et al., 2021). This states that information related to products or services disseminated through eWOM can influence consumer purchase intentions (Purwianti & Suryani, 2022). Information from eWOM can be in the form of comments, posts, to positive shares on social media then if eWOM is positive it will contribute to positive purchase intentions, while if eWOM is negative it will contribute to negative purchase intentions (Ihzaturrehman & Kusumawati, 2021). The following hypotheses are proposed:

H₈: eWOM has a positive effect on purchase intention.



Source: (Putra & Saputri, 2020; Alrwashdeh et al., 2019; Zhou & Zhang, 2025; Ellitan, 2021; Ho et al., 2022; Iqbal et al., 2023).

Figure 1. Research Model

3. Methods

The object of research is the main basis in a study, which can be a phenomenon, concept, individual, event, or group that is the subject of analysis. The object of research must be relevant to the research questions asked (Dari et al., 2024). The object of this research is live streaming shopping of cosmetic products on social commerce platforms. The reason for choosing this object are because shopping through live streaming shopping social commerce is on the rise, especially for generation Z who are very familiar with trends and technological developments (Hasan & Scorpianti, 2022) and because the ongoing impact of the covid-19 pandemic has seen a considerable increase in online trading systems .

The source of research data is generation Z in Batam city who have purchased cosmetic products through LSS on social commerce. Based on data from the Central Bureau of Statistics (BPS, 2022), the population of Batam city as of 2020 is 1,196,396 people spread across 12 sub-districts, the acquisition of this data is through a population census by sub-district and gender which is carried out within a certain period of time so that the data on the total population of Batam city in 2022/2023 is still not available, then based on data from BPS, it is known that there is a decrease in the population growth rate from 2010 to 2020 by 2.32%, whereas previously in 2000 to 2010 the total population of Batam city increased by 7.64%. The total generation Z in Batam city based on the latest data in 2023 amounted to approximately 216,030 people or 25.4% of the total population (Sultan, 2023). This data plays an important role because the subject of this research is a resident of Batam city and certainly has a relationship related to the research conducted.

The population chosen is the residents of Batam city covering all layers and from various circles so that it can be known how the residents of Batam city play a role in shopping activities in live streaming shopping social commerce. The factors that became the reason why the residents of Batam city were chosen because of cultural diversity and rapid economic development considering that Batam city is close to Malaysia and Singapore.

The sample of this research is generation Z in Batam City who have bought cosmetic products in the form of skincare or makeup on live shopping social commerce such as tiktok, facebook, and instagram. The sampling method in this study uses a non-probability sampling method because in this study researchers do not have full access to the entire population

and only focus on generation Z in Batam city who have purchased cosmetic products on live shopping social commerce. To determine the number of samples, researchers used the method from the Krejcie and Morgan table (Krejcie and Morgan, 2025) due to the existence of data sources related to the total population of generation Z in Batam city. Based on the guidelines from the Krejcie and Morgan table to determine the sample size needed in a study. With a total population of 200,000 people in Batam city or a population above 100,000, it requires at least 384 respondents in the study to get a stable sample size or close to saturation point at the 95% confidence level. However, to anticipate data shortage and ensure data accuracy, the researcher will distribute questionnaires to 400 respondents.

In collecting data for this study, it was obtained from two data sources, namely primary data sources and secondary data sources. Primary data sources are data obtained directly from the original source through interviews or surveys. In this study, primary data sources were obtained by distributing online survey questionnaires to respondents, the answers obtained from distributing these questionnaires were primary data sources. Meanwhile, secondary data sources are data sources obtained indirectly or through journals, newspapers, books, official websites of an institution, and other non-original sources. Secondary data sources play an important role in research to support the validity of the information presented.

This study uses the Partial Least Square (PLS) method with Structural Equation Modelling (SEM) techniques to process the data that has been collected. This method is used to test the outer model, inner model model, hypothesis, and other tests. The PLS method is a variant-based structural equation analysis (SEM) technique. PLS can perform measurement model testing to structural model testing. This method serves to measure the correlation between latent variables formed in PLS and indicators that represent latent variables and determine the effect of latent modifier indicators, namely independent variables and dependent variables on a latent variable (Nusrang et al., 2023).

In this research, questionnaire data and respondent identities will be presented using descriptive statistics. Descriptive method that deals with the collection, presentation, and analysis of data to provide an organized, concise, and clear description of a phenomenon, symptom, or situation. Descriptive statistics is a part of statistical science that summarizes, displays, and describes data in an easily understandable form. The goal is to convey useful information through Table below.

Table 1. Measurement

Variables	Indicator	Measurement
Product (PRD) (Al-Dmour et al., 2022)	PRD1	Cosmetic products such as skincare/makeup being sold reflect current trends.
	PRD2	Cosmetic products are sold exclusively through live streaming shopping.
	PRD3	Cosmetic products have good prices and high quality.
	PRD4	Cosmetic products are very useful/beneficial.
Price (PRI) (Apasrawirote & Yawised, 2022)	PRI1	Discounts are offered during special occasions while live streaming shopping is ongoing (e.g., double date discounts like 12.12).
	PRI2	Discounted prices are only available during the live streaming shopping session.
	PRI3	Product prices on live streaming shopping are cheaper than market prices.
Promotion (PRM) (Nasirun et al., 2019)	PRM1	Prize draws are often held during live streaming.
	PRM2	Various promotional activities are frequently conducted such as free shipping, buy 1 get 1, free gifts with minimum purchase, and time-limited flash sales.

	PRM3	The live streaming program provides tutorials on how to use the products (e.g., teaching how to apply the cosmetic products being sold).
	PRM4	During live streaming, sellers provide information related to materials, market prices of commodities, reserve prices, and highest bid offers.
	PRM5	The schedule for live streaming has been announced beforehand.
Placement (PLC) (Yin et al., 2023)	PLC1	Customers can share their opinions by leaving comments at the bottom of the screen during live streaming shopping.
	PLC2	I can see the host seller interacting with customers during live streaming shopping.
	PLC3	The host seller answers customer questions in real time/during live streaming.
	PLC4	Customers quickly receive the information conveyed by the host seller.
	PLC5	The content of the live streaming program is authentic (not edited, pre-recorded, or faked).
	PLC6	I can see other customers' product reviews in real time.
	PLC7	I can watch live shopping and place orders anytime.
	PLC8	The live streaming program is fun/entertaining.
EWOM (EM) (Al Qaimari et al., 2021)	EM1	I understand cosmetic product live streaming shopping better after receiving relevant information through online reviews.
	EM2	Comments or updates about live streaming shopping of cosmetic products on social commerce help me determine which platform gives a good or bad impression.
	EM3	I often read reviews of cosmetic product live streaming shopping on social commerce platforms to learn which one leaves a good or bad impression on others.
	EM4	If given a choice between two live streaming shopping platforms for cosmetic products, one recommended in the eWOM forum and the other not, I will always choose the recommended platform.
	EM5	eWOM forums are an important source of information for me.
Brand Image (BI)(Benhardy et al., 2020)	BI1	Compared to other live streaming shopping platforms,
	BI2	I can confidently predict the performance of a live streaming shopping platform I trust.
	BI3	Live streaming shopping on social commerce comes to mind instantly when I want to buy cosmetic products.
	BI4	I feel connected to the social commerce live streaming shopping platforms I trust.
Watching Intention (WI) (Ho et al., 2022)	WI1	If possible, I will continue watching live shopping broadcasts in the future.
	WI2	I plan to watch live shopping broadcasts when I have time.
	WI3	Even when I don't need to shop, I still plan to watch live shopping broadcasts to gain relevant experiences.
Purchase Intention (PI) (Haitao, 2022)	PI1	When I need to buy a specific product, I will consider shopping through live streaming.
	PI2	I plan to shop more frequently via live streaming shopping in the future.
	PI3	I prefer shopping online via live streaming social commerce over other shopping methods (such as visiting offline stores)

4. Results and Discussion

4.1 Results

This research is aimed at Batam city residents who are users of cosmetic products purchased through live streaming shopping on social commerce platforms. This research data was obtained through distributing online questionnaires to 430 respondents on social

media in the form of google forms. The data collection process was carried out within a period of 6 months starting from November 2023 to April 2024.

Based on table 4.1, it can be seen that the total questionnaire data collected was 450 respondents. Then for questionnaires that did not meet the criteria as many as 19 respondents. Therefore, the total number of questionnaires that can be tested is 431 questionnaires.

Table 2. Questionnaire distribution table

Description	Number of Respondents
Collected questionnaires	450
Incomplete questionnaires	19
Testable questionnaire	431

Source: primary data processed (2025)

Based on table 2 shows the respondent data obtained based on gender, consisting of 133 (30.9%) men and 298 (69.1%) women out of a total of 431 respondents. It can be concluded that this research data is dominated by female respondents. This is because cosmetic products on LSS social commerce are more favored by women and are also an individual need for self-care.

Then the age frequency of respondents is dominated by respondents with the age period of 18 years-22 years with a total of 253 people (58.7%) of the total respondents. This is in accordance with the target users of cosmetic products which are dominated by generation Z. (Amelia, 2022) with an age range of 18 years-22 years. People with this age category are aware of beauty care and buy products online at LSS social commerce.

Then it is known that the survey was dominated by respondents whose last education was from high school / K as many as 277 (64.3%) of the total 431 respondents. This is due to the factor of increased self-confidence when entering high school, then adolescents who are still in high school usually feel dissatisfied with their physical appearance so they buy cosmetic products through LSS social commerce to beautify themselves (Rakhmawati, 2019).

While the frequency and percentage of job categories in the data that has been processed. The most respondent jobs are dominated by the student category as many as 261 respondents (50.1%). This is because generation Z is the largest market share of users of cosmetic products purchased online through LSS on social commerce. It can be concluded that most of the respondents are still students. Regarding the nominal expenditure per month to buy cosmetic products online, it is dominated by respondents with expenditures of under IDR 1,000,000 with 217 respondents or 50.3% of the total 431 respondents. With this nominal, it is still affordable for customers from the generation Z youth category to buy cosmetic products on LSS social commerce.

Meanwhile, the social commerce platform used by respondents in purchasing cosmetic products through *Live Streaming Shopping* and the most widely used is the Tiktok platform with a frequency of 239 respondents or 55.5% of the total respondents collected. This is because Tiktok is an entertainment video application that is trending among young people and then in 2021 the platform added the LSS social commerce feature, making the application increase its users. (Sa'adah et al., 2022).

Table 3. Characteristics Of Respondents

Demographic Characteristics	Category	Frequency	(%)
Gender	male	133	30,9%
	women	298	69,1%
Age	under 13 years old	4	0,9%
	13-17 years old	50	11,6%
	18-22 years old	253	58,7%
	23-27 years old	89	20,6%
	28 years and above	35	8,1%
Last education	SD	4	0,9%
	SMP	22	5,1%
	SMA/K	277	64,3%
	S1	121	28,1%
	S2	5	1,2%
Work	S3	2	0,5%
	Student	261	50,1%
	Private employee	97	22,5%
	Civil servants	37	8,6%
	Entrepreneurship	48	11,1%
	Not working	28	6,5%
Monthly online shopping expenses	More	5	1,2%
	under Rp1.000.000	217	50,3%
	Rp1.000.001 - Rp3.000.000	110	25,5%
	Rp3.000.001 - Rp5.000.000	63	14,6%
	Rp5.000.001 - Rp7.000.000	25	5,8%
	Rp7.000.001- Rp10.000.000	8	1,9%
	more Rp10.000.000	8	1,9%
Social commerce platform	Tiktok	239	55,5%
	Facebook	59	13,7%
	Instagram	133	30,9%
Total		431	100%

Source: primary data processed (2025)

Based on the results of the CMB test in table 3, it is known that the variance value is 51.857%, which means more than 50% and does not meet the criteria <50% of data free from common method bias (CMB) (Jordan & Troth, 2020). So it is necessary to do a second CMV test, namely the Variance Inflation Factor (VIF) test which can be done through the Smart PLS software.

Table 4. Common Method Bias (CMB) test results

Total	% of Variance	Cumulative %
18,668	51,857	51,857

Source: primary data processed (2025)

Table 4 shows the results of *outer loadings* for each indicator. *Outer loadings* are one of the convergent validity methods. The criteria for *outer loadings* for research is that the value must be more than 0.6 for exploratory research (Hasanah & Rakhmawati, 2025). It is known from table 4.4 that all indicators meet the criteria and are declared valid because they have a value > 0.6 so there is no need to delete indicators and proceed to the next analysis.

The second method to see convergent validity is to see the AVE value must be more than 0.5 Hair at (Christiarini & Hendra Lim, 2022). Based on the test results table, it can be concluded that the data has met the criteria because the AVE value of each variable is more than 0.5 and meets the validity criteria.

Table 5. Outer loadings and Average Variance Extracted/ AVE test results

Variables Statement	Outer Loadings	(AVE)
BI1	0.804	0.641
BI2	0.793	
BI3	0.810	
BI4	0.796	
EM1	0.834	0.626
EM2	0.790	
EM3	0.789	
EM4	0.796	
EM5	0.744	
PI1	0.836	0.679
PI2	0.813	
PI3	0.822	
PLC1	0.846	0.715
PLC2	0.831	
PLC4	0.854	
PLC7	0.850	
PRD1	0.773	0.630
PRD2	0.801	
PRD3	0.786	
PRD4	0.815	
PRI1	0.758	0.609
PRI2	0.839	
PRI3	0.682	
PRI4	0.831	
PRM1	0.808	0.617
PRM2	0.740	
PRM3	0.771	
PRM4	0.815	
PRM5	0.792	
WI1	0.850	0.710
WI2	0.830	
WI3	0.848	

Source: primary data processed (2025)

Cross loadings are one method for testing discriminant validity on the condition that indicators must converge on their respective variables and have a value of more than 0.7.

Based on the table, it can be seen that all indicators with their respective variables have a correlation > 0.7, which means that all variables have met the *cross loadings* criteria or can be declared valid.

Table 6. Cross Loadings Test Results

Variables	Discriminant Validity
BI1	0.804
BI2	0.793
BI3	0.810
BI4	0.796
EM1	0.834
EM2	0.790
EM3	0.789
EM4	0.796
EM5	0.744
PI1	0.836
PI2	0.813
PI3	0.822
PLC1	0.846
PLC2	0.831
PLC4	0.854
PLC7	0.850
PRD1	0.773
PRD2	0.801
PRD3	0.786
PRD4	0.815
PRI1	0.758
PRI2	0.839
PRI3	0.682
PRI4	0.831
PRM1	0.808
PRM2	0.740
PRM3	0.771
PRM4	0.815
PRM5	0.792
WI1	0.850
WI2	0.830
WI3	0.848

Source: primary data processed (2025)

The second method that can be used to test discriminant validity is the Fornell-Larcker Criterion. Based on table 6, there are three variables that do not meet the criteria, namely EWOM, price, and product. This is because the correlation between indicators is still greater than the correlation between indicators on the variable itself (0.836, 0.810, and 0.820). It can be concluded that discriminant validity using this method still does not meet the criteria. Discriminant validity that meets the criteria if the square root of the AVE on each construct is greater than the correlation between constructs in the model.

Table 7. Fornell-Larcker Criterion test results

Variables	EWOM	Brand Image	Place	Price	Product	Promotion	Purchase Intention	Watching Intention
Ewom	0.791							
Brand Image	0.831	0.801						

Place	0.822	0.755	0.845					
Price	0.814	0.765	0.818	0.780				
Product	0.811	0.792	0.823	0.810	0.794			
Promotion	0.836	0.801	0.828	0.788	0.820	0.786		
Purchase Intention	0.775	0.773	0.706	0.705	0.722	0.715	0.824	
Watching Intention	0.747	0.725	0.599	0.600	0.626	0.650	0.669	0.843

Source: primary data processed (2025)

Based on the HTMT table above, it is known that there are only a few indicators that have a correlation value between constructs of less than 0.9. A good HTMT has a value of less than 0.9 which means discriminant validity has been achieved. However, there are several more inter-construct indicators with a value of more than 0.9 so that it can be stated that the data does not meet the criteria for discriminant validity.

Table 8. Heterotrait Monotrait Ratio (HTMT) Test Results

Variables	EWOM	Brand Image	Place	Price	Product	Promotion	Purchase Intention	Watching Intention
EWOM								
Brand Image	0.999							
Place	0.957	0.9						
Price	0.99	0.952	0.987					
Product	0.977	0.973	0.984	1.013				
Promotion	0.986	0.965	0.974	0.968	1			
Purchase Intention	0.958	0.976	0.865	0.901	0.911	0.885		
Watching Intention	0.909	0.899	0.719	0.749	0.773	0.783	0.856	

Source: primary data processed (2025)

Table 9 shows that all variables have a Cronbach's Alpha & Composite Reliability value of more than 0.7 so it can be concluded that all constructs are reliable. A variable is declared to meet the reliability criteria if it has a value of more than 0.7.

Table 9. Cronbach's Alpha & Composite Reliability test results

Variables	Cronbach's Alpha	Composite Reliability	Description
EWOM	0.850	0.893	Reliable
brand image	0.814	0.877	Reliable
place	0.867	0.909	Reliable
price	0.785	0.861	Reliable
product	0.805	0.872	Reliable
promotion	0.845	0.890	Reliable
purchase intention	0.764	0.864	Reliable
watching intention	0.796	0.880	Reliable

Source: primary data processed (2024)

The VIF test was carried out because previously this research data did not pass the CMB test, namely the variance value of more than 50%. Based on the data displayed in table 4.9 is the data from the Variance Inflation Factor (VIF) test results. The data is declared that there is no multicollinearity between the independent variables if the data criteria obtained

have a VIF value <5. The value displayed in the table above shows that there is no VIF value > 5, therefore it is concluded that there is no multicollinearity problem in this research variable.

Table 10. Outer Vif Test Results

Variables	VIF	Variables	VIF
BI1	1,684	PRD1	1,696
BI2	1,681	PRD2	1,623
BI3	1,762	PRD3	1,533
BI4	1,638	PRD4	1,792
EM1	2,088	PRI1	1,658
EM2	1,811	PRI2	1,939
EM3	1,788	PRI3	1,346
EM4	1,865	PRI4	1,687
EM5	1,619	PRM1	1,84
PI1	1,536	PRM2	1,669
PI2	1,527	PRM3	1,765
PI3	1,591	PRM4	1,936
PLC1	2,047	PRM5	1,706
PLC2	2,008	WI1	1,709
PLC4	2,122	WI2	1,629
PLC7	2,083	WI3	1,752

Source: primary data processed (2025)

Table 11. Inner VIF Test Results

Variabel	EWOM	Brand Image	Place	Price	Product	Promotion	Purchase Intention	Watching Intention
EWOM		1					3,769	
Brand Image							3,505	
Place								4,512
Price								3,811
Product								4,259
Promotion								4,078
Purchase Intention								
Watching Intention							2,458	

Source: primary data processed (2025)

The R squares value for the brand image variable is 0.691, which means that the EWOM variable is able to explain the brand image variable by 69.1%, while the rest is explained by other variables not included in the model. Criteria from Hair at Christiarini & Hendra Lim, (2022) said that the value of R squares > 0.50 indicates the prediction results of the "strong" category. The R squares value for the purchase intention variable is 0.665, which means that PRI, PRM, PRD, PLC, EM, WI, and BI are able to explain purchase intention by 66.5%, while the rest is explained by other variables not included in the model. In accordance with the criteria for the value of R squares > 0.50, the prediction category is "strong". Then for the variable watching intention has an R squares value of 0.462, which means that PRD, PRI, PRM, and PLC are able to explain the variable watching intention by 46.2%, while the remaining 53.8% is explained by other variables not contained in the model.

Based on the criteria, the value of R squares <0.50 indicates the prediction results of the "moderate" category.

Table 12. R Squares Test Results

Variables	Sample Mean
Brand Image	0.691
Purchase Intention	0.665
Watching Intention	0.462

Source: primary data processed (2025)

The Goodness of Fit index (GoF) is used to test the suitability of sample data between two specific variables. There are 3 categories of values used in Goodness of Fit (GoF) testing, namely categorized as weak if the value is > 0.10, categorized as moderate if the value is > 0.25, and categorized as strong if the value is > 0.36. The higher or greater the GoF value, the better the resulting model. Based on table 13, it can be indicated that the GoF results show a number of 0.623 or more than 0.36 so that it can be said that the study model on GoF is in the strong or strong category.

Table 13. GoF test results

Average AVE	Average R Square	GoF Value	Description
0,642	0,606	0,623	Strong

Source: primary data processed (2024)

Table 14 Direct Effect Test Results Of Path Coefficients

Hypothesis	Sample Mean	T Statistics	P Values	Description
<i>EWOM -> brand image</i>	0.832	52.380	0,000	Accepted
<i>EWOM -> purchase intention</i>	0.377	5.427	0,000	Accepted
<i>brand image -> purchase intention</i>	0.379	5.189	0,000	Accepted
<i>place -> watching intention</i>	0.036	0.368	0.713	Rejected
<i>price -> watching intention</i>	0.130	1.771	0.077	Rejected
<i>product -> watching intention</i>	0.209	2.199	0.028	Accepted
<i>promotion -> watching intention</i>	0.346	3.835	0,000	Accepted
<i>watching intention -> purchase intention</i>	0.113	1.726	0.085	Rejected

Source: primary data processed (2025)

Table 15. Indirect Effect Test Results

Hypothesis	Sample Mean	T Statistics	P Values	Description
EM -> BI -> PI	0,314	5,28	0	Accepted
PL -> WI -> PI	0,004	0,329	0,742	Rejected
PRI ->WI-> PI	0,014	1,162	0,246	Rejected
PRD -> WI ->PI	0,024	1,248	0,212	Rejected
PRM -> WI -> PI	0,04	1,524	0,128	Rejected

Source: primary data processed (2025)

Based on the results in Tables 14 and 15, EWOM has a positive and significant effect on brand image and purchase intention, indicating that stronger electronic word of mouth leads to higher brand image and purchase intention. Brand image also positively influences purchase intention, serving as an important mediating variable. Meanwhile, product and promotion show positive and significant effects on watching intention, whereas place and price have positive but insignificant effects. The coefficient value for place on watching intention is 0.036 with a P Value of 0.742, and for price on watching intention is 0.130 with a P Value of 0.246. These insignificant results occur because the T Statistics values are below 1.96 and the P Values exceed 0.05, indicating that the relationships between these variables are not strong enough or statistically proven. Watching intention itself also has an insignificant effect on purchase intention, with a coefficient value of 0.113 and a P Value of 0.266, for the same reason. Furthermore, the mediation analysis shows that brand image significantly mediates the relationship between EWOM and purchase intention, while watching intention does not successfully mediate the effects of place, price, product, or promotion on purchase intention.

4.2 Discussion

The positive influence of electronic word of mouth (EWOM) on brand image demonstrates that online interactions and shared experiences among consumers can strengthen perceptions of cosmetic brands. The findings indicate that Generation Z in Batam City highly values EWOM as a trusted and influential information source in forming a positive brand image for cosmetic products offered through live streaming shopping (LSS) on social commerce platforms. In the digital era, where Generation Z is active on social media and highly responsive to technological developments, positive online reviews and discussions play a crucial role in shaping favorable brand associations. These findings align with previous studies by (Hasanah & Rakhmawati, 2025), (Himawan et al., 2023), and (Nurjanah & Limanda, 2024), which emphasize the role of EWOM in enhancing brand image and consumer trust.

Furthermore, the dissemination of product-related information through EWOM significantly affects purchase intention. Positive EWOM, manifested through comments, posts, and social media shares, contributes to stronger purchase intention, while negative EWOM can have the opposite effect. The findings reveal that Generation Z in Batam City relies heavily on positive online feedback from other customers when considering the purchase of cosmetic products via LSS. Positive EWOM builds trust and reinforces purchase motivation by providing social proof and reducing perceived risk. This result supports the studies of (Purwianti & Suryani, 2022), (Hasan & Hasvia, 2023), and (Nurjanah & Limanda, 2024), which also confirm the positive relationship between EWOM and purchase intention.

A strong brand image likewise plays a crucial role in shaping consumers' purchase intentions. Generation Z in Batam City tends to prioritize cosmetic brands that project positive emotional and aspirational values, particularly in terms of product quality, trust, and sustainability. In the LSS context, a positive brand image encourages consumers to make purchase decisions because it reflects reliability and credibility. This finding is consistent with prior research by (Perdana et al., 2025) (Bahroni & Manggala, 2023), (Sikteubun et al., 2022), and (Wisnawa et al., 2021), who found that brand image significantly enhances purchase intention through perceived value and consumer attachment.

In contrast, the study finds that the type of social commerce platform, or "place," does not significantly influence Generation Z's intention to watch LSS. This indicates that the

choice of platform is not a determining factor in motivating viewers to engage with live shopping sessions. Instead, Generation Z tends to be influenced by more dynamic elements such as promotion, price, and interactive digital experiences. Therefore, cosmetic brands are encouraged to focus on creating engaging LSS content, unique promotional activities, and a seamless shopping experience to attract viewers and stimulate purchase intention. These results are consistent with (Munamba & Nuangjamnong, 2021), (Ho et al., 2022).

Similarly, price is not a primary factor influencing Generation Z's watching intention. The results suggest that consumers in Batam City are more responsive to promotional strategies and appealing product presentations than to price levels. Therefore, cosmetic companies should prioritize marketing strategies such as engaging influencers or offering incentive-based promotions during LSS sessions to increase consumer engagement and watching intention. This finding is supported by (Sikteubun et al., 2022), (Apasrawirote et al., 2022).

On the other hand, product quality, visuals, and marketing approaches have a significant impact on Generation Z's intention to watch LSS. Relevant, innovative, and high-quality cosmetic products attract attention and motivate potential customers to watch live sessions. Moreover, product demonstrations, direct interactions, and exclusive offers during LSS encourage viewers not only to watch but also to develop purchase intentions. These results are in line with studies by (Mahmoud et al., 2017) (Yusuf et al., 2021) and (Ho et al., 2022)

Promotional activities also significantly influence Generation Z's watching intention. The findings reveal that promotions offering added value—such as giveaways, flash sales, and exclusive offers—effectively capture the interest of potential consumers and increase participation in LSS. This suggests that interactive and reward-based promotional strategies can enhance engagement among Generation Z audiences. These findings are consistent with those of (Ho et al., 2022) and (Jia et al., 2023).

However, the study also shows that watching intention alone does not necessarily translate into purchase intention. Generation Z in Batam City may watch LSS sessions merely for entertainment or to gain product knowledge rather than to make purchases. This suggests that watching intention functions more as an initial stage of consumer engagement rather than a direct driver of buying behavior. Purchase intention is instead more strongly influenced by factors such as EWOM, brand image, promotion, and product appeal. Thus, cosmetic brands should optimize LSS sessions to strengthen these influencing factors and convert viewer engagement into actual purchases, as supported by (Evgeniy et al., 2019), (Nurjanah & Limanda, 2024), and (Puspita et al., 2024).

Moreover, the mediation analysis indicates that EWOM significantly affects purchase intention through brand image. This finding suggests that EWOM helps build a favorable brand image by providing accurate, relevant, and credible information, which in turn increases consumer trust and purchase likelihood. In contrast, the mediation effects of place, price, product, and promotion through watching intention are not significant, implying that Generation Z's purchase intention is not strongly shaped by these variables. These results are consistent with studies by Pentury et al. (2019), Al Qaimari et al. (2021), (Bastaman & Royyansyah, 2017), and (Chen & Lin, 2018).

In summary, the findings show that EWOM and brand image play the most influential roles in shaping Generation Z's purchase intention for cosmetic products in Batam City's social commerce environment. External factors such as platform type, price, or watching behavior are less influential unless supported by strong EWOM, a positive brand image, and engaging promotional strategies.

5. Conclusion

This study aims to understand Generation Z's behavior and preferences towards live streaming shopping of cosmetic products on social commerce platforms. Live streaming shopping on social commerce offers an effective and attractive way for Generation Z to buy cosmetic products. They value the interactivity, authenticity and social experience provided by live streaming, which significantly influences their purchasing behavior and decisions. Cosmetics businesses and marketers can utilize these findings to design more effective marketing strategies that suit Generation Z's preferences.

The results obtained show that five relationships have a significant influence such as the relationship between product and watching intention. While the other three relationships are not significant. The results obtained are inversely proportional to previous research, this is due to the variant of the sample population obtained in only one region, the different characteristics of each consumer, and the research methods used. It can be concluded in this study that EWOM has an important factor in building brand image and influencing the purchase intention of generation Z in Batam city. In addition, although the aspects of price and place do not have a significant effect on the intention to watch LSS, promotional factors, and product quality are very decisive in attracting consumer attention. Therefore, cosmetic product companies need to focus on creative and innovative marketing strategies to increase interaction and sales through LSS on social commerce.

The limitations of this study include the limited sources of data and information related to the number of consumers of cosmetic products through live streaming shopping social commerce in Batam city because the research data obtained only through distributing questionnaires on social media, thus allowing the data obtained to be subjective. In the data processing process, several indicators were found that did not meet the criteria or were invalid, as well as the limitations of research using questionnaires, namely that sometimes the answers given by respondents did not show the actual conditions.

Recommendations for future research, the researcher recommends expanding the sample coverage of respondents to areas other than Batam city and involving different types of products or services purchased from this study. That way, future researchers can gain a deeper understanding of how these factors can influence purchase intentions in live streaming.

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