

The Effect of Product Try-Ons by Streamers and Real-Time Live Interactions on Purchase Intention Case Study: PT Lea Gloria Beautindo

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Abstract

This study aims to analyze the influence of product try-ons by streamers and real-time live streaming interactions on Generation Z consumers' purchase intentions during TikTok Shop live streams by PT Lea Gloria Beautindo, a medium sized local beauty brand that competes with major brands such as Wardah. A quantitative method was used, employing purposive sampling of 315 Generation Z respondents who had watched live streams on the @leagloria account. Data were analyzed using Partial Least Squares based Structural Equation Modeling (SEM-PLS) via SmartPLS 4. The results indicate that product try-ons by streamers have a positive and significant effect on purchase intention (path coefficient 0.432), as do real-time live streaming interactions (path coefficient 0.450). Together, these two variables explain 66.1 percent of the variation in purchase intention. These findings confirm that the quality of product demonstrations and two way interaction are equally important for local beauty brands in designing more measurable live streaming strategies.

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1. Introduction

Indonesians' shopping habits have changed quite drastically in recent years as digital technology has advanced. Printed catalogs, physical store displays, and television commercials, once the mainstays of marketing communication are now being replaced by platform based shopping ecosystems that combine entertainment, social interaction, and transactions all within a single app. Consumers are no longer satisfied with just looking at product photos and reading brief descriptions; they want to see firsthand how a product works before deciding to buy. The growth in internet users has also driven this shift. The Indonesian Internet Service Providers Association

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(APJII) reports that the number of internet users in Indonesia has reached 221.56 million people, or 79.5 percent of the total population, with Generation Z – those born between 1997 and 2012 – as the group with the highest penetration rate, at 87.02 percent of the total Gen Z population (APJII, 2024). The Central Statistics Agency (BPS), in its GoodStats report, notes that the number of Generation Z individuals in Indonesia stands at approximately 75 million, or 27.94% of the total population. This significant proportion indicates that Generation Z is one of the largest demographic groups in Indonesia, now entering their productive years and possessing great potential as a consumer segment in the development of the digital market (GoodStats, 2023).

This high level of digital connectivity has given rise to social commerce – a business model that integrates social networks, content, and transactions into a single platform. TikTok Shop has become one of the most prominent innovations in this category because it combines algorithmic recommendation systems, live streams, and a streamlined purchasing process. TikTok Shop Indonesia's Gross Merchandise Value reportedly surpassed USD 6.2 billion throughout 2024, making Indonesia the second largest market in the world after the United States and the largest in Southeast Asia (GoodStats, 2025). Of all the available sales features, live streaming has proven to be the most effective at converting viewers into buyers, with approximately 80 percent of TikTok Shop Indonesia's sales occurring through live streams (Katadata, 2024).

Among the various product categories sold via live streaming, beauty and personal care hold the most dominant position. One element that distinguishes beauty live streaming from other promotional formats is the “product try-on” – a live demonstration of how a product is used by the streamer in front of the audience in real time. Unlike product photos that undergo editing, product try-ons show how the product works on real skin without visual manipulation, thereby helping to address consumers' uncertainties regarding the product's actual results. Hasibuan (2025) found that the perceived benefits, ease of access, and added value derived from try-on activities consistently drive consumers' intent to purchase cosmetics, while Chandrruangphen et al. (2022) demonstrated that live streamed product demonstrations significantly influence purchase intention by fostering consumers' cognitive trust.

In addition to visual demonstrations, live streaming offers another advantage that conventional promotional formats lack: simultaneous two way information exchange between the streamer and the audience. Wongkitrungrueng & Assarut (2020) conceptualize this interaction as a mechanism that builds social presence that is, the perception of a tangible social presence in digital media, based interactions which in turn contributes to consumer trust and purchase intent. Ramdani et al. (2025) found that social presence acts as a mediating variable that strengthens the

relationship between live-streaming interactions and purchase intention, while Yanti (2024) adds that the quality of direct interactions that occur during the broadcast is one of the most influential factors affecting purchase intention.

Generation Z is driving the urgency of this trend in the beauty industry. Amid a competitive landscape still dominated by major brands like Wardah, which holds a 5.1 percent market share and ranked among the top three best selling cosmetics brands in Southeast Asia throughout 2024, PT Lea Gloria Beautindo has emerged as a mid-sized local beauty brand leveraging TikTok Shop as its primary marketing channel through its official account @leagloria. The company regularly hosts live streams that focus on product try-ons and real-time interaction as key elements, but it must compete with major brands that have far greater financial resources and professional streaming teams.

Although product try-ons and real-time interactions have been extensively studied, most previous research still examines these two variables separately or focuses on major brands and platforms in general. Oktaviani et al. (2024) point out that broadcast quality and the depth of the immersive experience are key determinants of live streaming effectiveness; thus, positive results do not automatically follow simply because these two elements have been implemented. Research examining the partial effects of product try-ons by streamers and real-time interactions on Generation Z's purchase intentions toward medium sized local beauty brands, such as PT Lea Gloria Beautindo, remains relatively limited; thus, this gap serves as a key rationale for this study.

Based on the above discussion, this study aims to analyze the influence of product try-ons by streamers and real-time live-streaming interactions—both partially and simultaneously, on Generation Z consumers' purchase intentions during TikTok Shop live streams hosted by PT Lea Gloria Beautindo. This study is expected to expand the application of the Technology Acceptance Model and Social Presence Theory in the context of live commerce for local beauty products in Indonesia, while also providing an empirical foundation for PT Lea Gloria Beautindo and other beauty SMEs in designing more measurable live-streaming strategies.

2. Research Method

This study employs a quantitative approach with a causal associative design to test the cause and effect relationship among variables. The subject of this study is PT Lea Gloria Beautindo, a local cosmetics company established in 2018 that actively utilizes TikTok Shop live streaming through its official account @leagloria as its primary channel for marketing and distributing its products, particularly powdered face masks, toners, sunscreen, and serums.

The study population consists of all Generation Z consumers who have watched a TikTok Shop live stream on the @leagloria account at least once in the three months

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prior to data collection, with the age range based on the Generation Z definition provided by (APJII, 2024), namely 13 to 27 years old. Since the exact population size is unknown, sampling was conducted using purposive sampling based on four criteria: being between 13 and 27 years old, having an active TikTok account, having watched a @leagloria live stream, and residing in Indonesia. The sample size was determined based on the recommendations of Hair et al. (2022) for SEM-PLS specifically, ten times the number of the most indicators within a single construct, and was further validated using the Lemeshow formula for an unbounded population at a 95 percent confidence level and a 10 percent margin of error, resulting in a sample size of 97. Taking into account the possibility of incomplete or invalid data, this study successfully collected data from 315 respondents.

Data were collected via a five point Likert scale online questionnaire distributed through Google Forms, with a total of 45 statements divided across three variables. The variable “product try-on by streamers” (X1) was measured using five indicators adapted from Chandrruangphen et al. (2022), namely clarity of demonstration, authenticity of product presentation, ability to evaluate the product, increased confidence in quality, and completeness of product information. The variable “real-time live streaming interaction” (X2) was measured using five indicators adapted from Tan (2024), namely responsive interaction, stimulating interaction, emotional interaction, social presence, and information transparency. The purchase intention variable (Y) was measured using five indicators also based on Tan (2024) namely purchase desire, purchase plans, willingness to buy in the future, purchase preferences, and product selection priorities.

Data analysis was conducted using Partial Least Squares based Structural Equation Modeling (SEM-PLS) with the aid of SmartPLS 4 software, following the two stage evaluation recommended by Hair et al. (2022). The first stage was the evaluation of the measurement model (outer model), which included a convergent validity test using a minimum outer loading of 0.70 and a minimum Average Variance Extracted of 0.50, as well as a discriminant validity test using the Heterotrait Monotrait Ratio, which must be below 0.85 according to the criteria of Henseler et al. (2015), as well as reliability testing using Cronbach’s Alpha and a Composite Reliability of at least 0.70. The second stage is the evaluation of the structural model (inner model), which includes a collinearity test using a Variance Inflation Factor below 5 and ideally below 3, as well as the coefficient of determination (R-Square), effect size (f-square), and predictive relevance (Q-square) through the blindfolding procedure. Hypothesis testing was conducted using the bootstrapping procedure with 5,000 subsamples at a two tailed 5 percent significance level, with the hypothesis accepted if the t-statistic value was greater than the critical t-value of 1.968 and the p-value was less than 0.05.

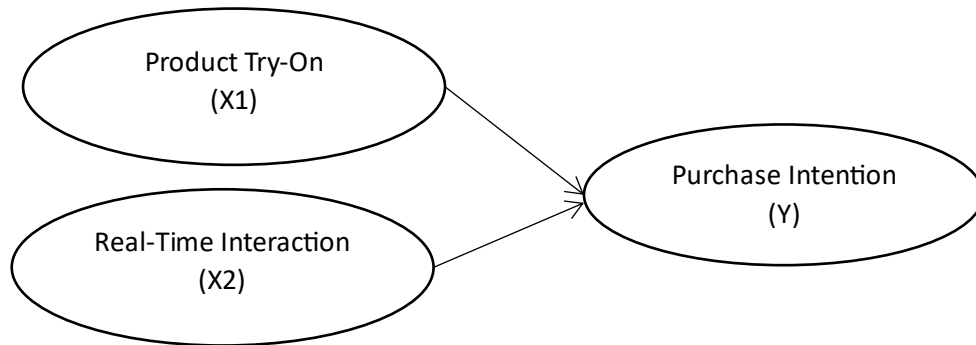


Figure 1. Research Model

3. Results and Discussion

Results

This study involved 315 Generation Z respondents who had watched a live stream on TikTok Shop @leagloria and had previously made a purchase through TikTok Shop. A summary of the respondents' characteristics is presented in Table 1.

Table 1 Characteristics Respondents

Characteristics	Majority	Percentage
Age	19-21 Years	35.9%
Gender	Female	68.6%
Employment status	Student	50.8%
Residence	Jabodetabek	77.5%
Monthly skincare spending	Rp50.001-Rp150.000	37.5%

The profile indicates that the primary audience for local beauty livestreams consists of young, urban consumers who are digitally active. The results of the descriptive analysis also show that respondents' average ratings for the variables "product try-on," "real-time interaction," and "purchase intention" each fell into the "Agree" category, with average scores of 3.97, 3.94, and 3.93, respectively meaning that the audience generally rates the quality of the product demonstrations and interactions facilitated by the @leagloria livestream team as quite good.

Measurement Model Analysis (Outer Model)

a. Convergent Validity

Convergent validity was evaluated using outer loadings and Average Variance Extracted (AVE). The results show that all 45 indicators across the three research variables have outer loadings above the 0.70 threshold, ranging from 0.701 to 0.811 for the product try-on variable, 0.703 to 0.767 for the real-time interaction variable, and

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0.704 to 0.822 for the purchase intention variable. Details of the outer loading values for all indicators within each construct are shown in Table 2.

Table 2. Results of the Convergent Validity and Reliability Tests

Variable	Item	Outer Loading Values
Product Try-On	PTO1.1	0,784
	PTO1.2	0,765
	PTO1.3	0,811
	PTO2.1	0,723
	PTO2.2	0,765
	PTO2.3	0,747
	PTO3.1	0,772
	PTO3.2	0,701
	PTO3.3	0,759
	PTO4.1	0,708
	PTO4.2	0,722
	PTO4.3	0,767
	PTO5.1	0,765
	PTO5.2	0,737
	PTO5.3	0,759
Interaksi Real-Time	IRT1.1	0,757
	IRT1.2	0,722
	IRT1.3	0,707
	IRT2.1	0,767
	IRT2.2	0,703
	IRT2.3	0,705
	IRT3.1	0,740
	IRT3.2	0,732
	IRT3.3	0,709
	IRT4.1	0,710

Variable	Item	Outer Loading Values
	IRT4.2	0,732
	IRT4.3	0,730
	IRT5.1	0,729
	IRT5.2	0,728
	IRT5.3	0,715
Purchase Intention	PI1.1	0,740
	PI1.2	0,813
	PI1.3	0,822
	PI2.1	0,704
	PI2.2	0,803
	PI2.3	0,783
	PI3.1	0,762
	PI3.2	0,794
	PI3.3	0,770
	PI4.1	0,764
	PI4.2	0,785
	PI4.3	0,751
	PI5.1	0,770
	PI5.2	0,786
	PI5.3	0,792

Since all indicators are above 0.70, none need to be removed from the model. The Average Variance Extracted values for the three variables are presented in Table 3.

Table 3. Average Variance Extracted (AVE) Test Results

Variable	AVE
Product Try-On	0.567
Real-Time Interaction	0.527
Purchase Intention	0.603

All AVE values were above the threshold of 0.50, so all three constructs were deemed to meet the criteria for convergent validity.

b. Discriminant Validity

Discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT) criterion, with the required value falling between 0.85 and 0.90 according to the criteria set by Henseler et al. (2015). The test results are presented in Table 4.

Table 4. Discriminant Validity Test Results (HTMT)

Construct Relationship	HTMT Value	Notes
Product Try-On -> Purchase Intention	0.783	Valid (< 0.85)
Real-Time Interaction -> Purchase Intention	0.793	Valid (< 0.85)

Both HTMT values are below the 0.85 threshold, so the model is deemed to meet the criteria for discriminant validity, and each construct is proven to be conceptually distinct.

c. Reliability

Construct reliability was tested using Cronbach's Alpha and Composite Reliability, with a minimum threshold of 0.70. The test results are presented in Table 5.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Product Try-On (X1)	0.945	0.951
Real-Time Interaction (X2)	0.936	0.944
Purchase Intention (Y)	0.953	0.958

All Cronbach's Alpha and Composite Reliability values far exceed the 0.70 threshold; therefore, all constructs are deemed reliable, and the measurement model is suitable for proceeding to the structural equation modeling stage.

Structural Model Analysis (Inner Model)

Before evaluating the path coefficients, a multicollinearity test was first conducted using the Variance Inflation Factor (VIF). The results show that all indicators have VIF values below 3, ranging from 1.901 to 2.712 for product try-on, 1.829 to 2.514 for real-time interaction, and 2.077 to 2.883 for purchase intention; thus, no multicollinearity issues were found in the model.

a. R-Square

Table 6. R-Square Test Results

Endogenous Variable	R-Square	Adjusted R-Square
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Purchase Intention	0.664	0.661
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The Adjusted R-Square value of 0.661 indicates that Purchase Intention can be explained by Product Try-On and Real-Time Interaction by 66.1 percent, while the remaining 33.9 percent is influenced by other variables outside the scope of this study. According to the criteria established by Hair et al. (2022), this value falls into the moderate-to-substantial category.

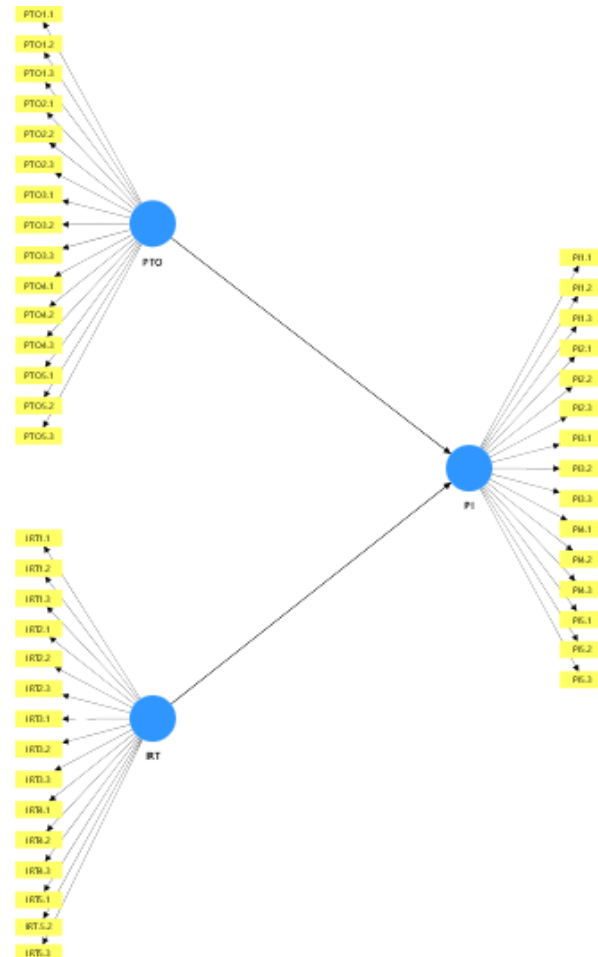


Figure 2. SEM-PLS Model

b. Predictive Relevance (Q-Square)

Predictive relevance was tested using the blindfolding procedure in SmartPLS 4. The predicted Q-square value for the Purchase Intention variable was 0.655. Since this value is greater than 0 (and even exceeds the threshold of 0.35), the model in this study is deemed to have strong predictive relevance for Purchase Intention.

c. Effect Size (F-Square)

Table 7. Effect Size Test Results (F-Square)

Relationship	F-Square Value	Category
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X1 -> Y	0.280	Moderate effect
X2 -> Y	0.303	Moderate effect

Based on Cohen (1988) classification, as cited in Hair et al. (2022), both f-square values fall into the moderate effect category because they range from 0.15 to 0.35. The f-square value for Real-Time Interaction, which is slightly higher than that for Product Try-On, indicates a relatively greater contribution to the formation of Purchase Intention.

Hypothesis Testing (Bootstrapping)

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 subsamples in SmartPLS 4. The testing criteria used a t-statistic value greater than 1.96 (t-table value of 1.968 in this study) and a p-value less than 0.05. The test results are presented in Table 8.

Table 8. Hypothesis Test Results

Hypothesis Path	Original Sample	T-Statistic	P-Value	Decision
X1 -> Y (H1)	0.432	9.307	0.000	Accepted
X2 -> Y (H2)	0.450	9.282	0.000	Accepted

Both t-statistics values exceeded the critical t-value of 1.968 with p-values less than 0.05; therefore, the first and second hypotheses were accepted. Based on the Adjusted R-Square, effect size, and predictive relevance all of which fall into the good to strong categories the structural model comprising product try-on and real-time interaction is also found to have a strong ability to explain purchase intention; therefore, the third hypothesis is also accepted.

Discussion

The Effect of Product Try-On on Purchase Intention

The results of the study show that Product Try-On has a positive and significant effect on Purchase Intention, with a coefficient of 0.432 and a p-value of 0.000. These findings indicate that the better a streamer demonstrates a product during a live stream, the higher the purchase intent among Gen Z consumers on the @leagloria account. These results align with Hasibuan (2025), who demonstrated that the perceived benefits, convenience, and improvements resulting from the try-on activity collectively drive consumers' purchase intentions for cosmetics. When the audience watches a live host apply a powder face mask in real time, they gain visual information regarding texture, ease of use, and the final result on real skin details that cannot be obtained from product photos alone. Chandrruangphen et al. (2022) also demonstrated that the way sellers present their products directly during live streams influences consumers' cognitive trust, which in turn drives purchase intent. In line

with this, Elsholiha et al. (2023) emphasize that honest product presentation without visual manipulation can foster sustainable positive consumer attitudes. Within the framework of the Technology Acceptance Model developed by Davis (1989), product try-on serves as a stimulus that shapes perceptions of a product's usefulness and ease of use; thus, the clearer and more authentic the demonstration, the higher consumers' confidence in making a purchase.

The Effect of Real-Time Interaction on Purchase Intention

The results of the study show that real-time interaction has a positive and significant effect on purchase intention, with a coefficient of 0.450 and a p-value of 0.000 slightly higher than that of product try-on. These findings indicate that providing quick, warm, and transparent responses during live streaming can increase consumers' desire to purchase products. These findings are consistent with Tan (2024), who identified responding interaction, stimulating interaction, and emotional interaction as the three forms of interaction that collectively build a warm community and foster purchase intention. Wongkitrungrueng & Assarut (2020) explain that real-time interaction can create "social presence" a tangible sense of social connection even when all communication is digitally mediated which in turn strengthens consumer trust. Ramdani et al. (2025) reinforce these findings by demonstrating that social presence acts as a significant mediating variable between live-streaming interactions and purchase intention. For PT Lea Gloria Beautindo, which relies entirely on its internal live streaming team, these results confirm that investing in improving the responsiveness and warmth of live hosts' communication is a strategic move that directly impacts sales.

4. Conclusions and Suggestions

Conclusion

This study concludes that product try-ons by streamers have a positive and significant effect on Generation Z consumers' purchase intention during TikTok Shop live streams by PT Lea Gloria Beautindo, with a path coefficient of 0.432. Real-time interaction during live streaming was also found to have a positive and significant effect on purchase intention, with a path coefficient of 0.450, indicating a slightly greater contribution than product try-ons. Collectively, these two variables account for 66.1 percent of the variation in purchase intention, which falls into the moderate to substantial category. Theoretically, this study reinforces the relevance of the Technology Acceptance Model and Social Presence Theory in the context of live commerce for local beauty products in Indonesia, while also demonstrating that the Stimulus-Organism-Response paradigm is sufficiently relevant for explaining the mechanisms underlying the formation of purchase intention through live streaming. Practically, these findings provide a basis for PT Lea Gloria Beautindo and other

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beauty SMEs to prioritize investments in the quality of product demonstrations as well as the responsiveness of live hosts when designing more measurable live streaming strategies.

Suggestion

This study has several limitations that should be addressed in future research. First, this study focused only on one local beauty brand, so generalizing the results to other brands should be done with caution. Second, this study did not include mediating or moderating variables such as consumer trust, customer engagement, or flow experience, which could potentially enrich our understanding of the mechanisms underlying the formation of purchase intention. Third, the cross sectional nature of the data collection does not capture changes in consumer perceptions over time. Future research is recommended to expand the scope to include multiple local beauty brands simultaneously, explicitly include mediating variables such as consumer trust or social presence, and consider a longitudinal research design to obtain a more comprehensive picture of the dynamics of purchase intention in the context of live streaming commerce.

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