

# FROM TOUCH TO TRUST: THE ROLE OF EMOTIONAL ENGAGEMENT AND BRAND TRUST IN DRIVING IMPULSIVE BUYING OF SCIENTIFIC PRODUCTS DURING TIKTOK LIVE STREAMING

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## Abstract

Study This aim explore Factors that influence impulsive buying behavior Students on TikTok Live Streaming Commerce products Skintific with use Stimulus–Organism–Response (SOR) framework . In this model , Interactivity is positioned as the main stimulus , while Affective Engagement and Brand Trust play a role as a mediating organism the influence of stimulus on response in the form of behavior purchase impulsive approach quantitative used through Structural Equation Modeling (SEM-PLS) method with involving 300 respondents active students of Panca Budi Development University Medan watch TikTok Live Streaming and have experience shop product beauty online . Research results show that interactivity has an effect significant on affective engagement and brand trust, as well as in a way direct and indirect trigger impulsive buying behavior . Findings This confirm that combination real-time interaction , engagement emotional , and trust towards the brand playing role important in push decision purchase spontaneously in the Live Streaming Commerce ecosystem . In theoretical , research This enrich literature about behavior digital consumers , while in a way practical give implications for beauty brands For optimizing communication strategies interactive in increase effectiveness marketing via TikTok Live Streaming.

**Keywords:** *Impulsive Buying , TikTok Live Streaming , Emotional Engagement , Brand Trust , Interactivity .*

## Introduction

The digital era has revolutionized the way consumers interact with the brand and make purchases, with *Live Streaming Commerce* appearing as one of the most significant innovations in *e-Commerce* (Yang et al., 2025). The TikTok platform, which has reached more than one billion active users monthly, has transformed the retail landscape through its feature *TikTok Live Streaming* that allows real-time interaction between *streamers* and *viewers* (Obadă & Tugulea, 2024). This phenomenon creates an immersive and spontaneous shopping experience, which is a significant push for *Impulsive Buying Behavior* among consumers, particularly Generation Z (Lin et al., 2023). In addition, the dynamics of digital marketing in various sectors also show that the right communication strategy can increase consumer involvement and purchase decisions. Previous research has found that utilizing digital marketing techniques is capable of increasing the effectiveness of promotions, building awareness, and pushing consumer interest in various business contexts (Ritonga et al., 2023; Nasution et al., 2018). One of the most active and successful brands utilizing potential *TikTok Live Streaming* is Skintific, a *skincare brand* originally from Canada who is now dominating the Indonesian market through digital marketing strategies based on interactivity and education. Skintific products use a science-based skincare approach with the main message "Science Meets Beauty", as well as regularly hosting *TikTok Live Streaming* sessions to demonstrate products, answer user questions directly, and build emotional connections with audiences. This strategy has proven effective in creating a sense of trust (*brand trust*) and strong emotional engagement among young consumers, especially students, as the main target. *Impulsive Buying Behavior* in the context of *Live Streaming e-Commerce* has become a focus of rapidly developing research, considering the capabilities of this platform to create a sense of urgency and emotional arousal that triggers purchase decisions (Li et al., 2022). Research by Ardiyanti (2023) shows that *TikTok Live Streaming* has a significant influence on *Impulsive Buying Behavior*, indicated by a 38.5% increase in potential purchases compared to *Impulsive Buying Behavior* without the platform. The *Stimulus-Organism-Response* (SOR) framework has proven effective in understanding the psychological mechanisms behind this phenomenon, where environmental stimuli from *Live Streaming* influence consumer decision-making processes. The *Stimulus-Organism-Response* (SOR) framework has proven effective in understanding the psychological mechanisms behind this phenomenon, where environmental stimuli from *Live Streaming* influence consumer decision-making processes.

internal psychological states consumers who then trigger *behavioral response* in the form of *Impulsive Buying* (Wu et al., 2022). *Interactivity* as fundamental characteristics of *Live Streaming Commerce* play role crucial in form *consumer experience* and *purchase intention* (Liu et al., 2022). Dimensions *interactivity* which includes *perceived responsiveness* , *perceived personalization* , and *perceived mutuality* , respectively positive influence *consumer engagement behavior* and *emotional connection* with brand ( Bolun et al., 2025). In the context of *TikTok Live Streaming Skintific* , *interactivity* This allows two- way communication in a way *real-time* between *streamers* and *viewers* , creating *parasocial relationship* that can increase trust towards the brand and strengthen attachment emotional (Huang et al., 2023). *Emotional Engagement* and *Brand Trust* has identified as factor mediation important in connection between *Interactivity* and *Impulsive Buying Behavior* ( Wongkitrungrueng & Assarut , 2020). *Emotional Engagement* , which is manifested through *positive sentiment* , *emotional connection* , and *engagement intensity* , can in a way significant increase *impulse buying intention* in *Live Streaming environment* (Guo et al., 2021). Temporary that , *Brand Trust* is growing through *trust in streamer* and *trust in product* , become predictor strongest from next consumer *engagement behaviors* influence *purchase decisions* (Qu et al., 2023).

Generation Z, which is *digital natives* and users main *TikTok* platform, showing characteristics unique in *consumer behavior* , including more tendencies tall to *Impulsive Buying* in the digital environment (Feng et al., 2024). Students as representation Generation Z has high exposure to *TikTok Live Streaming* and shows pattern typical behavior in activity online shopping (Qin et al., 2022). However , research that specifically specific explore mechanism psychology behind *Impulsive Buying* in context *TikTok Live Streaming* , especially role mediation double from *Emotional Engagement* and *Brand Trust* to One brand specific “ *Scintific* ”, is still very limited in Indonesian context . Study This aim For analyze How *interactivity* in *TikTok Live Streaming Skintific* influence *Emotional Engagement* and *Brand Trust* students , as well as How second factor the mediate connection between *interactivity* and *Impulsive Buying Behavior* . By specific , research This will test influence *interactivity* to *Emotional Engagement* and *Brand Trust* , analyzing impact both of them to *Impulsive Buying Behavior* , as well as explore role mediation *Emotional Engagement* and *Brand Trust* in connection between *Interactivity* and *Impulsive Buying Behavior* in Students of Panca Budi Development University , Medan. Findings study expected can give contribution theoretical in understand *consumer behavior* in the *digital commerce era* and its implications practical for marketing strategy development *skincare brand* in ecosystem *Live Streaming Commerce* .

## Literature review

### *Stimulus-Organism-Response (SOR) Framework*

The Stimulus-Organism-Response (SOR) model introduced by Mehrabian and Russell (1974) explains that environmental stimulus capable form the individual's internal condition , which then produce response behavior certain . Framework this is very relevant in context of *Live Streaming Commerce* because interactive and immersive digital environment provide a strong stimulus to consumers , so that influence cognitive processes and affective they (Li et al., 2022). In *Live Streaming e-commerce*, the stimulus appears through various aspect like feature interactive , delivery information in real-time, and an engaging visual presentation . Organisms represent the internal psychological processes that are formed from the stimulus , both in form reaction cognitive like trust and reaction affective like involvement emotional . Response is emerging behavior as results the end of the process , for example intention purchase , decision purchase , up to trend purchase impulsive (Lee & Chen, 2021). Framework This show that strong stimulus from *interactivity* and *visual communication* in *Live Streaming* can influence condition emotional and cognitive consumers who then produce response purchase certain .

### *Interactivity in Live Streaming*

*Interactivity* is very decisive element in experience *Live Streaming Commerce* , because describe quality two- way communication between *streamer* and *viewer* . *Interactivity* covers *streamer* speed in respond comments , capabilities give personal attention , as well as style encouraging communication involvement active audience (Liu et al., 2022). In the context of *TikTok Live Streaming* , *interactivity* come true through response fast to questions , personal greetings , and two- way conversations that create audience feel appreciated and cared for . Dimension *interactivity* in study This covering *perceived responsiveness* , *perceived personalization* , and *perceived mutuality* , which in turn together reflect perception consumer about quality the interactions they have accept ( Bolun et al., 2025). In the *TikTok Live Streaming* session *Scintific* , *interactivity* looks through demonstration product , session ask answer direct , and communication educational that combines approach scientific and evidence real effectiveness product . Interaction patterns like This create immersive and empowering experience proximity emotional between audience and *brand* . Huang et al. (2023) explains that personal and responsive interactions capable building *parasocial relationships*, namely *connection illusion* that feels near for audience , so that push trust and engagement

emotional . The more tall perceived interactivity , the more big possibility consumer build attachment emotional and trust to brand , which ultimately increase trend purchase impulsive . Importance interactivity in build strong relationship between consumers and brands are also seen in the research Ritonga and Naibaho (2024), who emphasized that communication digital marketing based two- way interaction capable increase perception positive consumers and strengthen trust towards the brand. Quality interaction , clarity messages , and consistency proven digital communication become driving factors consumer For feel more close and involved with A brand .

### ***Impulsive Buying Behavior in Live Streaming***

*Impulsive Buying Behavior* refers to action purchases that appear in a way suddenly and unexpectedly planned previously , where the decision more Lots influenced by emotions than consideration rational (Rook, 1987). In the environment *Live Streaming Commerce* , behavior This the more easy happen Because consumer exposed to intensive stimuli in the form of interaction *real-time* , atmosphere attractive presentation , as well as demonstration convincing product . Wu et al.'s (2022 ) research shows that *Live Streaming* own superiority in matter presentation product , experience interactive shopping , as well as narrative persuasive sales , so it is very effective in trigger emergence purchase impulsive . In research This is impulsive *buying behavior* explained through three aspect main , namely encouragement suddenly For buying , spontaneity in take decision purchases , and decisions emotion - driven purchases . Third aspect This reflect pattern general behavior impulsiveness in consumers *Live Streaming* , where the interaction is fast and the atmosphere positive emotions can shorten time consideration and lowering evaluation rational before purchase done .

### ***Affective engagement in Live Streaming***

*Affective engagement* describe how much big consumer involved in a way emotional during follow session *Live Streaming* . Engagement This appear in form emotion positive like the pleasure , enthusiasm , comfort and *excitement* felt when viewer enjoy content and interactions that occur (Fredricks et al., 2004). Research by Feng et al. (2024) shows that that involvement high affective can influence *impulsive buying intention* Because emotion positive capable reduce the thought process analytical and improving trend take decision in a way fast . *Affective Engagement* in study This consists of on *engagement intensity* , *emotional connection* , and *affective response* . *Engagement intensity* refers to depth attention and attachment emotional viewer to content . *Emotional connection* describe proximity emotional formation between viewers , *streamers* , and *brands* . *Affective response* reflect reaction emotional positive that appears during *Live Streaming* . Third aspect This can explain How responsive interaction and delivery interesting content can strengthen involvement emotional in the end push behavior purchase impulsive Ritonga's study also confirms that involvement emotional consumer can formed through perception positive towards brand, quality information , as well as method communication used marketers in digital space . When consumers feel proximity emotional and have experience pleasant interactions , they tend build perception more trust strong towards the brand, so that increase possibility occurrence behavior purchase spontaneous ( Ritonga et al., 2017; Ritonga et al., 2024).

### ***Brand Trust***

*Brand trust* is belief consumer to reliability , honesty , and integrity something brand in fulfil promise as well as give mark in accordance expectations ( Wongkitrungrueng & Assarut , 2020). In *Live Streaming Commerce* , brand trust is formed through credibility *streamer* , clarity the information provided , as well as characteristics transparent and consistent communication ( Lu & Chen, 2021). Trust This important Because capable reduce perception risk and increase belief consumer For take decision purchase in a way fast . *Brand Trust* in study This includes trust in streamer, trust in product, and credibility perception. Trust in streamer appears when viewer rate the streamer as competent , honest and capable parties trusted . Trust in product is related with belief to quality , safety , and effectiveness the product being promoted . Credibility perception includes perception consumer to brand reputation and professionalism as a whole . In the context of Skintific , brand trust is formed through delivery information detailed scientific demonstration use product in a way directly , and testimoni real from users during Live Streaming. Approach This strengthen belief consumer that Skintific is credible and responsible brand answer on claim the product . Importance trust brand in influence decision purchases were also indicated by some study previously . Ritonga (2017) found that image brand , perception price , as well as a trust label certain become factor main capable form belief consumer to reliability something product . Research continued by Ritonga et al. (2024) also confirmed that perception positive to brand the more strengthen trust consumers , which ultimately push decision purchases , especially in digital context in which consumers depend on information conveyed in real-time.

### *Development Hypothesis*

#### **The relationship between Interactivity and Affective engagement**

Interactivity in Live Streaming context allows richer visualization (enhanced visualization) so that strengthen attachment emotional viewer to content and brand. Real-time interaction between streamers and viewers through comments, polls, and sessions ask answer create an immersive experience that is capable of bring up emotion positive such as excitement, pleasure, and enthusiasm (Liu et al., 2022). The interactivity dimension—including perceived responsiveness, perceived personalization, and perceived mutuality—contributes significant to formation of consumer affective states. Third aspect the strengthen emotional bonding between viewer with streamers and brands through experience interactive social (Bolun et al., 2025). Therefore that, the more tall level perceived interactivity, the more strong affective engagement that emerges during viewer follow Live Streaming.

*H1: Interactivity has an effect positive significant on Affective Engagement in TikTok Live Streaming.*

#### **The Relationship Between Interactivity and Brand Trust**

Interactivity in Live Streaming play a role important in build trust consumer through improvement *product transparency*, *dependability*, and *perceived quality* (Wongkitrungrueng & Assarut, 2020). When consumers can submit question in a way directly, obtain clarification in real-time, as well as observe demonstration product in a way detailed, then they more easy evaluate credibility and reliability information provided. Interactivity also reduces uncertainty. Because *perceived controllability* and *responsiveness* from streamers creates a sense of security for consumer in take decision purchases (Huang et al., 2023; Guo et al., 2021). With Thus, *interactivity* form *cognitive trust* and *affective trust* that ultimately strengthen *Brand Trust*.

*H2: Interactivity has an effect positive significant on Brand Trust in TikTok Live Streaming.*

#### **The Relationship between Affective Engagement and Impulsive Buying Behavior**

Interactivity can direct trigger behavior purchase impulsive. Because consumer experience various stimuli in a fast and intense in environment *Live Streaming*. Response fast streamer, demonstration product *real-time*, as well as two-way communication create *sense of urgency* and *emotional stimulation* that shortens time evaluation rational before purchase (Lee & Chen, 2021; Li et al., 2022). *Interactivity* is also frequent combined with *scarcity cues*, *limited-time offers*, and invitations direct from the streamer, so that push consumer do purchase spontaneous without planning (Zhang et al., 2020). Therefore that, the more tall *interactivity*, increasingly big possibility emergence *Impulsive Buying Behavior*.

*H3: Interactivity has an effect positive significant on Impulsive Buying Behavior.*

#### **The Relationship between Affective Engagement and Impulsive Buying Behavior**

Affective Engagement—which is reflected in forms of excitement, enjoyment, and emotional involvement—have influence significant to the emergence of impulsive buying because emotion positive can lower ability consumer in do evaluation cognitive in a way in-depth (Feng et al., 2024). When consumers feel involved in a way emotional, they tend make decision purchase based on feelings (feelings-based decision making) rather than consideration rational (Zhang et al., 2024). Live Streaming that is capable of evoking affective responses such as pleasure and enthusiasm can strengthen the urge to buy impulsively and accelerate decision purchase in a way spontaneous (Tang & Chung, 2025).

*H4: Affective Engagement has an effect positive significant on Impulsive Buying Behavior.*

#### **The Relationship Between Brand Trust and Impulsive Buying Behavior**

*Brand Trust* play a role as factor determinant in lower *perceived risk* and increase belief consumer For do purchase in a way fast. *Trust in streamer* and *trust in product* become predictor important thing that drives consumer For accept information with more easy and do purchase without Lots consideration additional (Huang et al., 2023). When consumers believe that product quality and credible streamers, they more Ready do *spontaneous purchases* (Qu et al., 2023; Feng et al., 2024). With Thus, *Brand Trust* facilitate decision purchase impulsive with reduce obstacle psychological.

*H5: Brand Trust has an effect positive significant on Impulsive Buying Behavior.*

#### **Mediating Role of Affective Engagement**

*Affective Engagement* can become mechanism mediation that connects influence *interactivity* to *impulsive buying*. Interactive features in *Live Streaming* especially Work through track emotional, where *interactivity* create *positive emotional experiences* that trigger encouragement buy in a way spontaneously (Yang et al., 2025). When

consumers feel happy, entertained, and involved in a way emotional, impact *interactivity* will continued and strengthened so that produce *Impulsive Buying Behavior* (Feng et al., 2024).

*H6: Affective Engagement mediates connection between Interactivity and Impulsive Buying Behavior.*

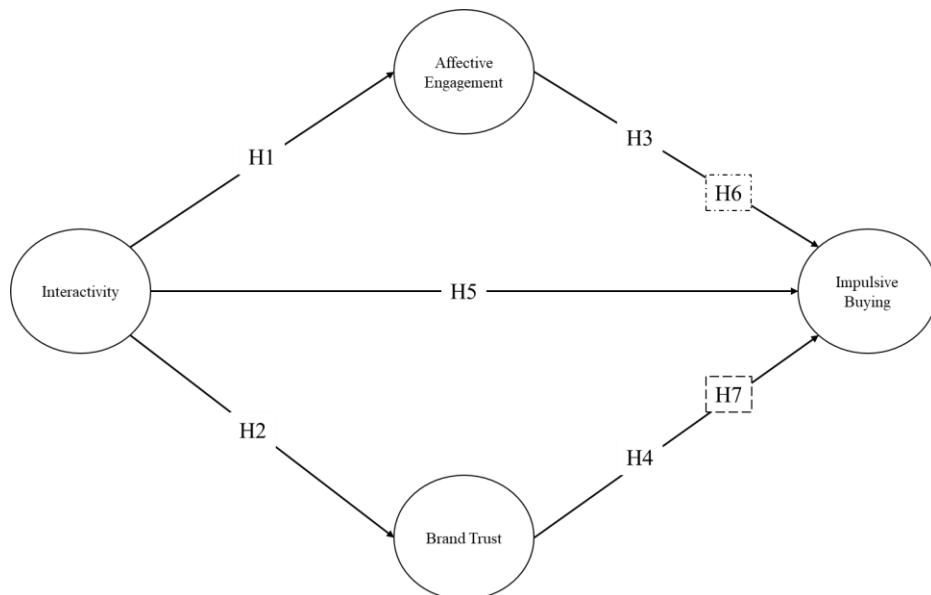
### The Role of Brand Trust Mediation

*Brand Trust* also acts as an important mediator in connection between *Interactivity* and *Impulsive Buying Behavior*. *Interactivity* allows consumer get clear, credible and transparent information, so that build trust towards brands and streamers (Liu et al., 2022). When trust increasing, consumers more easy pushed do purchase spontaneous without a doubt. With Thus, *Brand Trust* strengthens influence *interactivity* in push behavior purchase impulsive (Lin et al., 2023).

*H7: Brand Trust mediates connection between Interactivity and Impulsive Buying Behavior.*

### Framework Conceptual

Based on review library and development hypothesis that has been described, research This develop framework a concept that integrates the *Stimulus-Organism-Response* (SOR) model in *TikTok Live Streaming* context *Commerce Framework* draft This describe connection causal between *interactivity* as an external stimulus, *affective engagement* and *brand trust* as mediating variables that reflect the consumer's internal psychological processing, as well as *Impulsive Buying* behavior as behavioral response produced. Research model This adopting a dual mediation approach, where *interactivity* influences *Impulsive Buying* behavior through two paths different mediations However each other complete. First line through *Affective engagement* which emphasizes aspects affective and emotional consumers, whereas track second through *Brand Trust* that focuses on aspects cognitive and belief. This dual mediation approach give greater understanding comprehensive about mechanism complex psychology in *Live Streaming Commerce*. Framework draft study depicted in the following diagram showing connection between variables along with hypothesis that will be tested through *Structural Equation Modeling* (SEM):



**Figure 1** Framework Conceptual

### Research methods

#### Research Design

Study This use approach quantitative with analysis *Structural Equation Modeling* (SEM) for test connection causal between variables in the research model. Research design is cross-sectional with use questionnaire as instrument data collection.

#### Population and Sample

Population in study This is consumer generation active young people in Indonesia use *TikTok* application and has experience watch as well as shop product Skintific through feature *TikTok Live Streaming*. Population This chosen Because represent group most frequent digital users interact with brand through the *live commerce* platform, as well as own trend tall to behavior *impulsive buying* of products beauty. Taking technique samples used is purposive

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sampling, with criteria respondents : (1) users active TikTok for at least three month , (2) ever watch *TikTok Live Streaming Skintific* , (3) aged between 18 to 25 years ( group Generation Z), and (4) have experience buy product beauty online . Size sample in study This set as many as 300 respondents For confirm the data obtained Enough representative in testing *Structural Equation Modeling* (SEM) models and can describe behavior consumer young to brand Skintific in context *Live Streaming Commerce* .

## Variables and Measurement

Study This use four variables main measured through questionnaire with Likert scale 1-5. Likert scale selected Because his abilities in measure level agreement respondents to the statement given , starting from very to very agree (1) to strongly agree (5), with option neutral (3) in the middle . This scale has proven reliable and valid in consumer behavior research , especially in context *Live Streaming Commerce* . Every variables consists of from a number of developed dimensions based on adaptation from study previously which has tested in a way empirical .

## Data collection technique

Data collected through distribution online questionnaire to consumer active young people in Indonesia use TikTok application and ever watching TikTok *Live Streaming Scintific* . Before fill in questionnaire , respondents filtered use question opener about age For ensure that they including in category Generation Z, namely individuals born between 1997 to 2012 according to Pew Research Center classification (2024). Respondents Then requested For remember experience latest they moment watch *TikTok Live Streaming Skintific* before answer all over statement in questionnaire .

## Data Analysis Techniques

Data analysis in study This will done through a number of stages . First , analysis descriptive used For describe characteristics respondents as well as give description beginning to variables research . Second , validity and reliability tests were conducted For ensure quality instruments , including convergent validity testing with Average Variance Extracted (AVE) criteria is more big of 0.5, discriminant validity through the Fornell-Larcker criterion, and composite reliability with mark more from 0.7. Next , the analysis *Structural Equation Modeling* (SEM) uses SmartPLS 4.0 includes measurement model testing (outer model), structural model testing (inner model), path coefficient analysis , and R -square evaluation . next is analysis mediation For test effect No direct between variables with bootstrapping procedure of 5000 samples , as well as Sobel test for evaluate significance mediation . Finally , a model fit assessment was carried out using a number of indicator model feasibility , namely Standardized Root Mean Square Residual (SRMR) with value below 0.08 , Normed Fit Index (NFI) above 0.9 , and Chi-square/ df ratio . Overall procedure This done For test hypothesis study as well as identify significance connection direct and No direct between variables in proposed SOR model framework .

## Results and Discussion

### Profile Respondents

Profile respondents is part important in study This Because give description comprehensive about characteristics basis of the participants involved . Information This aim For ensure that the data obtained in accordance with criteria study as well as relevant with context behavior consumer in TikTok Live Streaming Skintific . In addition , the section this also confirms that amount respondents in study This is 300 people, so the data used has fulfil adequacy sample For SEM-PLS analysis . With understand composition respondents from aspect age , type gender , duration of TikTok use , frequency watching Live Streaming, and experience shop during live analysis furthermore can done in a way more accurate and comprehensive . This section also helps explain whether samples used has represent the target population , namely consumer young TikTok users who have trend do purchase impulsive

**Table 1Profile Respondents (N = 300)**

Category	Information	Number (n)	Percentage (%)
<b>Age Respondents</b>	< 18 years	12	4.0%
	18–21 years	156	52.0%
	22–24 years	102	34.0%
	> 24 years	30	10.0%
<b>Gender</b>	Man	72	24.0%
	Woman	228	76.0%
<b>Length of Use of TikTok</b>	< 3 months	18	6.0%
	3–6 months	69	23.0%
	> 6 months	213	71.0%
<b>Frequency Watch Live</b>	Seldom	39	13.0%
	Sometimes	138	46.0%
	Often	102	34.0%
	Very often	21	7.0%
<b>Experience Live Shopping</b>	Yes	189	63.0%
	No	111	37.0%

Source : Processed Primary Data by Researchers, 2025

Based on Table 2 above , the composition respondents show highly relevant characteristics with context research . Dominance 18–24 year olds (86%) showed that majority respondents originate from group Generation Z is known as digital natives. Group This own level dependence tall to mobile devices and in a active involved in use of short video- based platforms like TikTok. Characteristics This important Because Generation Z tends to more responsive to visual stimuli, intensity interactions , as well as mechanism real-time communication is at the heart of Live Streaming Commerce. With Thus , the findings study own strong foundation Because collected samples represent group the most potential users show impulsive buying behavior . Domination Woman 76 % indicates that majority respondents is users skincare products which are the main target marketing Scintifi . This is give validity addition to study Because group Woman in a way empirical own trend more tall in explore product beauty , following influencer recommendations , as well as involved in the shopping process Live Streaming based . Composition This make things easier researchers in catch the dynamics of engagement and trust that usually appear to the audience Woman in context skincare products .

In terms of the duration of TikTok use , 71% of respondents has use application This more from six month , shows level strong familiarity to TikTok features , including TikTok Live Streaming. Familiarity This important Because more respondents experienced will more capable evaluate quality streamer interaction , understanding pattern promotions , as well as respond various interactive stimulus form with more fast . This is strengthen argument that behavior impulsiveness that arises No only based on ignorance , but also because consistent exposure to Live Streaming dynamics . Frequency high TikTok Live viewing ( the " Sometimes " and "Often" categories reached 80%) indicates that respondents is at in intense digital environment , where they are very often exposed invitation purchase , demonstration products and communications direct from the streamer. The height level exposure this is very helpful in form affective engagement and brand trust variables central in study This .

In addition , as many as 63% of respondents Once do purchase during TikTok Live, which shows that majority respondents No only just viewer passive , but also active Active Live Streaming Commerce. Conditions This strengthen relevance study Because analysis conducted on groups that have own experience real in the purchasing process impulsive . In a way overall profile respondents in study this is very appropriate with characteristics of the target population , namely consumer young easy TikTok users influenced by interactive stimuli , visualization real-time products , as well as atmosphere persuasive in Live Streaming. Therefore that , the data obtained assessed strong , representative , and capable support analysis in chapter furthermore with level high reliability .

### Outer Model

Outer model analysis is performed For ensure that every indicators that form Interactivity, Affective Engagement, Brand Trust, and Impulsive Buying Behavior variables has fulfil valid and reliable criteria . Evaluation This covers outer loading examination , reliability (CA and CR), validity convergent through AVE value , as well as validity discriminant using HTMT and Fornell-Larcker. Test results show that all over indicator own strong value and

meets the acceptance threshold, so instrument study stated worthy For used at the stage further inner model analysis

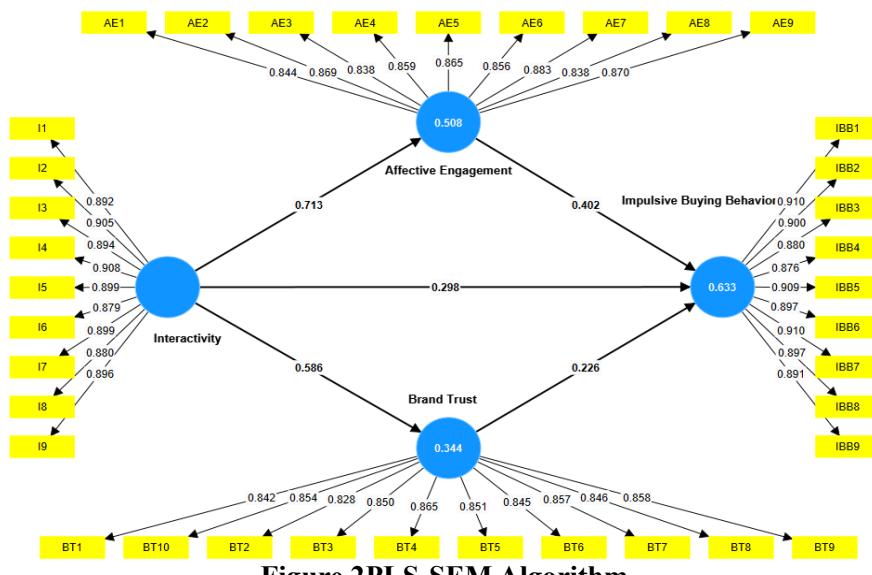


Figure 2 PLS-SEM Algorithm

Figure 2 shows results processing the PLS-SEM algorithm that describes relatedness every latent variables and strength the indicators. Visualization the show that all over indicator load stable and consistent values in its construct, so that measurement model structure seen clear and ready to be continued to stage evaluation next. View This become base beginning For ensure that the model used has estimated with Good before enter analysis structural

### Measurement Model

At the measurement model stage, evaluation done For evaluate eligibility indicator in represent each construct. Test results show that all over indicator own outer loading, CA, CR, and AVE values are within the limits of acceptability, so instrument categorized as valid and reliable. With Thus, the variables Interactivity, Affective Engagement, Brand Trust, and Impulsive Buying Behavior proven own quality good and reliable measurement used in a way steady at the stage analysis structural.

Table 2 Measurement Model (Loadings/CA/CR/AVE)

Construct	Item	Outer loadings	CA	CR	AVE
<b>Affective Engagement</b>	AE1	0.844	0.955	0.956	0.736
	AE2	0.869			
	AE3	0.838			
	AE4	0.859			
	AE5	0.865			
	AE6	0.856			
	AE7	0.883			
	AE8	0.838			
	AE9	0.870			
<b>Brand Trust</b>	BT1	0.842	0.957	0.958	0.722
	BT2	0.828			
	BT3	0.850			
	BT4	0.865			
	BT5	0.851			
	BT6	0.845			
	BT7	0.857			
	BT8	0.846			
	BT9	0.858			
	BT10	0.854			
<b>Interactivity</b>	I1	0.892	0.969	0.969	0.801

I2	0.905
I3	0.894
I4	0.908
I5	0.899
I6	0.879
I7	0.899
I8	0.880
I9	0.896
<b>Impulsive Buying Behavior</b>	<b>IBB1</b>
	0.910
	IBB2
	0.900
	IBB3
	0.880
	IBB4
	0.876
	IBB5
	0.909
	IBB6
	0.897
	IBB7
	0.910
	IBB8
	0.897
	IBB9
	0.891

Source : Processed Primary Data by Researchers, 2025

In Table 3 above , all indicators on the variables Affective Engagement, Brand Trust, Interactivity, and Impulsive Buying Behavior show outer loading value that is within the limits that can be accepted ( $>0.70$ ), so that each indicator declared valid in reflect constructs . Furthermore, the Cronbach's Alpha (CA) and Composite Reliability (CR) values for all four variables were above 0.90, indicating excellent internal consistency. The Average Variance Extracted (AVE) value was also above 0.50, indicating that each variable was able to explain more than half of the variance in its indicators. Overall, these results confirm that the measurement model has strong validity and reliability, making it suitable for use in structural analysis in the next stage.

#### Discriminant Validity

Discriminant validity testing is conducted to ensure that each construct in the model measures a distinct concept and does not overlap. This test is important because it demonstrates that the indicators of a latent variable are not excessively correlated with other variables, ensuring that each construct has a clear identity.

**Table 3Results of Discriminant Test : Heterotrait Monotrait Ratio**

Variables	AE	BT	IBB	I
<b>AE</b>				
<b>BT</b>	0.461			
<b>IBB</b>	0.742	0.599		
<b>I</b>	0.739	0.607	0.739	

Source : Processed Primary Data by Researchers, 2025

In Table 4 above , the results evaluation using HTML shows that all over mark ratio between construct be under threshold of 0.85. Findings This confirm that Affective Engagement, Brand Trust, Interactivity, and Impulsive Buying Behavior own adequate difference One each other. With Thus , validity discriminant stated fulfilled and the model is feasible continued on to the analysis structural next .

**Table 4Discriminant Test Results : Fornell-Larcker**

Variables	AE	BT	IBB	I
<b>AE</b>	0.858			
<b>BT</b>	0.443	0.85		
<b>IBB</b>	0.715	0.579	0.897	
<b>I</b>	0.713	0.586	0.718	0.895

Source : Processed Primary Data by Researchers, 2025

# FROM TOUCH TO TRUST: THE ROLE OF EMOTIONAL ENGAGEMENT AND BRAND TRUST IN DRIVING IMPULSIVE BUYING OF SCIENTIFIC PRODUCTS DURING TIKTOK LIVE STREAMING

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In Table 5 above, the results of the validity test discriminant use Fornell-Larcker criteria show that mark root squared AVE at each construct (diagonal value) more tall compared to correlation between construct others in the same row and column. Condition This signify that each variable — Affective Engagement, Brand Trust, Interactivity, and Impulsive Buying Behavior — has more capabilities strong in explain the indicators Alone compared to connection with other constructs. With Thus, validity discriminant based on Fornell-Larcker criteria are stated fulfilled in a way Good.

## Multicollinearity

Multicollinearity test done For ensure that between variables predictor in the model no own excessive correlation. Evaluation This it is important that every construct independent give pure contribution without each other influence in a way No reasonable, so that structural model estimation still stable and accurate.

**Table 5 Multicollinearity Test Results**

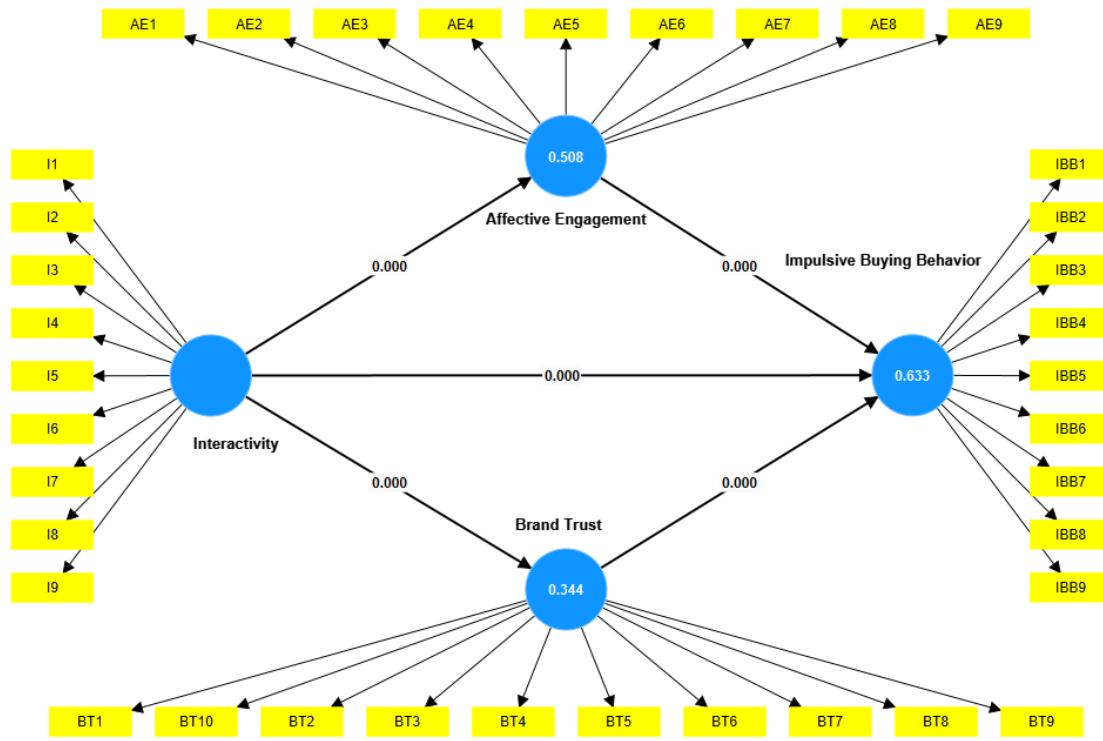
Connection Variables	VIF
Affective Engagement → Impulsive Buying Behavior	2,036
Brand Trust → Impulsive Buying Behavior	1,527
Interactivity → Affective Engagement	1,000
Interactivity → Brand Trust	1,000
Interactivity → Impulsive Buying Behavior	2,495

Source : Processed Primary Data by Researchers, 2025

In Table 6 above, all Variance Inflation Factor (VIF) values are below the threshold of 5, indicating no signs of multicollinearity between constructs. VIF values ranging from 1,000 to 2,495 confirm that the model does not exhibit high correlation between predictor variables and is suitable for use in subsequent structural analysis.

## Inner Model

Inner model analysis was performed For test connection causal between latent constructs in the research model. Stage This evaluate power and significance track the influence that has been set in hypothesis, and ensure that the structural model capable explain behavior variables dependent in a way adequate. Evaluation done through bootstrapping procedure so that every connection can tested level its significance based on t- statistic and p-value.



**Figure 3 Bootstrapping**

Figure 3 shows bootstrapping results that illustrate mark estimate track between variables in the structural model. Visualization This show direction and magnitude the influence of each construct as well as model readiness for tested more carry on through analysis significance. From the image the seen that all over track own positive and stable coefficient, indicating strong relationship between variables in the model.

### Influence Direct

Table 6Results of the Influence Test Direct

Connection Variables	Original sample	Sample mean	STDEV	T statistics	P values
<b>AE → IBB</b>	0.402	0.404	0.048	8,321	0.000
<b>BT → IBB</b>	0.226	0.225	0.046	4,860	0.000
<b>I → AE</b>	0.713	0.713	0.028	25,429	0.000
<b>I → BT</b>	0.586	0.587	0.043	13,698	0.000
<b>I → IBB</b>	0.298	0.299	0.056	5,355	0.000

Source : Processed Primary Data by Researchers, 2025

In Table 7 above, all track influence direct show the t-statistic value is far above the critical limit of 1.96 and a p-value of 0.000, which indicates significance at the level 95% confidence. Proven interactivity influential strong on Affective Engagement (0.713), Brand Trust (0.586) and Impulsive Buying Behavior (0.298). In addition, Affective Engagement (0.402) and Brand Trust (0.226) also have an influence significant on Impulsive Buying Behavior. These results confirm that all over hypothesis influence direct in study This accepted.

### Indirect Influence

Table 7Results of the Indirect Effect Test

Connection Variables	Original sample	Sample mean	STDEV	T statistics	P values
<b>I → AE → IBB</b>	0.287	0.288	0.038	7,554	0.000
<b>I → BT → IBB</b>	0.133	0.132	0.028	4,731	0.000

Source : Processed Primary Data by Researchers, 2025

In Table 8 above, the results analysis show that second track mediation own. The t-statistic value is well above 1.96 and the p-value is 0.000, which means all over effect No direct significant. Interactivity is proven influencing impulsive buying behavior through Affective Engagement with coefficient 0.287, and through Brand Trust with coefficient 0.133. Findings This confirm that second variables mediation play a role important in strengthen connection between Interactivity and behavior purchase impulsive, so that mechanism mediation in the research model stated proven and significant.

### Model Fit Test

Model fit test was performed For evaluate to what extent the structural model is built in accordance with the empirical data used in research. Evaluation This important in PLS-SEM for ensure that the estimated model own adequate and suitable match trusted For analyzed more continue. Some indicator such as SRMR, NFI, and distance measures values are used as reference in determine level feasibility of the model in general overall.

Table 8Model Fit Test Results

Fit Model	Estimated Model
SRMR	0.033
d_ULS	0.783
d_G	0.496
Chi-square	804,923
NFI	0.935

Source : Processed Primary Data by Researchers, 2025

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In Table 9 above, the results of the model feasibility test show that the SRMR value of 0.033 is well below the maximum limit of 0.08, so the model can be stated as a good fit. The NFI value of 0.935 exceeds ideal standard 0.90, which indicates adequate model fit. While that, values d\_ULS, d\_G, and Chi-square are in range that can be accepted for the PLS-SEM model. In overall, results This confirm that the research model fulfills criteria of eligibility and worthiness continued at the stage interpretation more carry on.

### ***Coefficient of Determination Test***

**Table 9 Results of the Determination Coefficient Test (R<sup>2</sup>)**

Dependent Variable	R-square	R-square adjusted
Affective Engagement	0.508	0.506
Brand Trust	0.344	0.342
Impulsive Buying Behavior	0.633	0.629

Source : Processed Primary Data by Researchers, 2025

Based on Table 10, the coefficient of determination value shows the ability of the independent variable to explain the variation in each dependent variable. Affective Engagement variable, the R-square value of 0.508 indicates that 50.8% change in Affective Engagement can be explained by the Interactivity variable. This value including in category moderate – strong, which means interactivity in TikTok Live Stream contribute significant in form involvement emotional audience. This describe that real-time interaction features, such as response fast and two-way communication, has influence strong to emergence emotion positive and sense of involvement in the audience Generation Z as users TikTok main. Temporary that, the R-square value for Brand Trust is 0.344 indicating that 34.4% of the variation trust towards the brand can be explained by interactivity. This value including in category moderate and descriptive that although interactivity has an effect to formation of trust, there are other factors outside the model that can also influence brand trust, such as brand reputation, quality product, experience purchase previous, and reviews other users. With Thus, interactivity remains become component important in build trust, even though No the only one determinant.

As for Impulsive Buying Behavior variable, the R-square value of 0.633 indicates that 63.3% of the variation behavior purchase impulsive can be explained by a combination variables Interactivity, Affective Engagement, and Brand Trust. This value including in category strong and assertive that third variables in the model has contribution big to trend consumer do purchase in a way spontaneous during TikTok Live Streaming. These results show that behavior impulsive No only influenced by interactive stimuli, but also by involvement emotions that arise during live and a sense of trust towards brands that support decision fast purchase. With high R<sup>2</sup> value, this model can be said own ability good and relevant predictive in describe phenomenon purchase impulsive on the Live Streaming Commerce platform.

### ***Influence The relationship between interactivity and affective engagement***

Research result show that interactivity has influence positive and significant towards affective engagement with mark coefficient  $\beta = 0.713$ , t-statistic = 25.429, and p-value = 0.000, indicating that the more tall level perceived interactivity student during following TikTok Live Streaming Skintific, more and more great involvement emotional formation. Findings This indicates that features interactive like response fast to comments, mentioning audience names, demonstrations product in real-time, as well as two-way conversation capable create a more personalized experience so push formation emotion positive such as excitement, enjoyment, and enthusiasm. In the Stimulus-Organism-Response (SOR) framework, interactivity functions as a strong external stimulus, which stimulates organism condition in the form of affective engagement through exposure communication direct and atmosphere immersive broadcast. Mechanism This show that ongoing communication in a way spontaneous and responsive during Live Streaming strengthen feeling closeness and increase involvement emotional viewer towards both brands and streamers. Findings This in line with Liu et al. (2022) which states that interactivity in Live Streaming is capable strengthen emotional bonding because audience feel connectedness more social intense with streamer. Tang and Chung's (2025) research also confirms that interactivity through comments and sessions ask answer increase experience emotional. Because consumer feel involved in a way direct in the sales process. Similarly, Bolun et al. (2025) found that perceived responsiveness, perceived personalization, and perceived mutuality become trigger main the formation of affective engagement because third dimensions the make viewer feel appreciated and considered as part active from Live Streaming Activities. Consistency findings This show that interactivity is fundamental elements in build interaction emotional between consumers and brands in the Live Streaming environment.

In context study this — namely TikTok Live Streaming Skintific — is high the influence of interactivity on affective engagement can be explained by the characteristics Generation Z is very used to with communication Fast , personal, and visual- based . Skintific utilise style responsive and educational communication , featuring demonstration product in a way directly , and answer question users with fast , so that create an atmosphere of “real-time intimacy” that makes viewer feel near in a way emotional . Involvement emotional This No only appear Because interest to product , but also because viewer enjoy the social presence experience offered by streamers. Therefore that ,the findings study This confirm that interactivity is one of the factor dominant factors that shape affective engagement in Live Streaming e-commerce, especially in the audience very sensitive young man to responsive and interpersonal digital communication .

### ***Influence The Relationship between Interactivity and Brand Trust***

Research result show that interactivity has an effect positive and significant towards Brand Trust with mark coefficient  $\beta = 0.586$ , t-statistic = 13.698, and p-value = 0.000. Findings This confirm that the more tall level perceived interactivity during TikTok Live Streaming Skintific , more and more strong trust student towards brands and streamers who present product said . Interactivity in Live Streaming context allows two- way communication in a way directly , giving room for viewer For submit questions , get clarification information , as well as observe demonstration use product in real -time. Fast , responsive , and transparent interaction process the in a way significant reduce uncertainty consumers and strengthen perception that the brand can trusted . With Thus , interactivity works as a stimulus that increases dimensions cognitive and affective from trust consumer towards the brand.

In the Stimulus-Organism-Response (SOR) framework , interactivity acts as a stimulus that influences organisms in the form of Brand Trust through evaluation consumer to reliability , credibility , and brand integrity . Exposure information provided in a way directly by the streamer creates cognitive processes consumer more easy in verify quality products , at the same time evaluate brand consistency and honesty in convey claim the product . When interactivity is high , consumers more feel that the brand is open and willing respond need audience , so that increase belief they to safety , benefits , and effectiveness products offered . Findings This consistent with study previous . Wongkitrungrueng and Assarut (2020) show that interactivity in Live Streaming increases transparency and perceived dependability which becomes foundation the formation of trust in the brand. Huang et al. (2023) also explained that real-time communication and social presence generated through interactivity giving consumer sense of security when take decision purchase . Meanwhile that , Guo et al. (2021) confirms that perceived controllability and responsiveness in environment interactive can reduce uncertainty so that strengthening cognitive trust and affective trust in the brand. Alignment findings This with literature show that interactivity is one of the determinant key formation of Brand Trust in Live Streaming Commerce context .

In the context of TikTok Live Streaming Skintific , the high the influence of interactivity on Brand Trust can understood from characteristics of marketing strategies Skintific based education and demonstration scientific regularly provide explanation scientific about material active , mechanism Work products , as well as give proof use direct during broadcast . Response fast to comment users as well as attitude transparent in answer question about sensitivity skin , security materials , as well as method use , giving impression that the brand is committed give accurate and reliable information accountable . In addition , Generation Z is becoming respondents study own trend tall For evaluate brand credibility through digital interaction , so that interactivity becomes component important in build trust they . With Thus , the findings This confirm that interactivity is not only create experience interesting social , but also become runway main in building brand trust with consumers young in e-commerce Live Streaming environment .

### ***Influence The Relationship between Interactivity and Impulsive Buying Behavior***

Research result show that interactivity has influence positive and significant on Impulsive Buying Behavior with mark coefficient  $\beta = 0.298$ , t-statistic = 5.355, and p-value = 0.000. Findings This confirm that the more tall level interactivity that occurs during Skintific TikTok Live Streaming sessions , increasingly big trend student For do purchase impulsive in a way spontaneous . Although mark there is no influence of interactivity on impulsive buying as high as its influence on Affective Engagement and Brand Trust, the relationship This still significant and reflective that interactivity can in a way direct trigger encouragement buy without planning . The interactivity displayed through response fast , invitation direct , two -way dialogue , demonstration real-time products , and delivery offer limited time capable create atmosphere urgency that speeds up the decision-making process decision . In the Stimulus-Organism-Response (SOR) framework , interactivity plays a role as an external stimulus that can trigger response in the form of behavior purchase impulsive . Exposure to intense interactive stimuli make consumer experiencing emotional and cognitive arousal in a way fast , which then trigger encouragement For buy without through a process

of consideration deep rational. Mechanism This happen because interactivity creates feeling closeness, involvement direct, and perception that chance get product with price or certain bonuses only happen during the live streaming. The situation the activate impulse shopping. Because consumer see opportunities that are "now or No The same once," so that they pushed For take decision purchase in a way fast. Findings This consistent with Li et al.'s (2022) research which explains that quality interaction in Live Streaming can speed up the decision-making process purchase impulsive. Because consumer feel a sense of urgency and involvement high. Lee and Chen (2021) also emphasized that Real-time communication in Live Streaming triggers emotional arousal which reduces taking decision based logic, so that consumer more easy pushed impulse buying. In addition, research by Tang and Chung (2025) found that that various element interactive like comments, personal greetings, and responses fast can create a feeling of excitement significant increase impulsive buying intention. Support from various literature This show that interactivity is indeed become factor key in trigger purchase impulsive on Live Streaming platforms.

In the context of TikTok Live Streaming Skintific, the influence of interactivity on impulsive buying can be understood through character communication used by the brand. Skintific often display demonstration convincing product, offering discount special during broadcast, and answer question viewer in a way fast. Communication model like This trigger "real-time pressure" atmosphere and provide impression that decision must made quick For get benefit maximum. In addition, the audience research dominated by Generation Z has trend more tall For respond to instant stimuli and atmosphere interactive, so that opportunity emergence behavior impulsive the more big. With Thus, the results study This confirm that interactivity is not only increase engagement and trust, but also direct push behavior purchase impulsive in e-commerce Live Streaming environments like TikTok.

### ***Influence The Relationship between Affective Engagement and Impulsive Buying Behavior***

Research result show that Affective Engagement has influence positive and significant on Impulsive Buying Behavior with mark coefficient  $\beta = 0.402$ , t-statistic = 8.321, and p-value = 0.000. Findings This indicates that the more tall involvement emotional feelings respondents during following TikTok Live Streaming Skintific, more and more big trend they For do purchase impulsive. Sufficient coefficient value strong This show that aspect emotional play role important in push decision purchase spontaneous, especially when consumer feel excitement, pleasure, enjoyment, and intensity involvement during broadcast ongoing. In psychologically, high affective engagement reduces time evaluation rational so that decision purchase more Lots influenced by emotions moment compared to consideration cognitive. In the Stimulus-Organism-Response (SOR) perspective, Affective Engagement functions as part from organisms, namely internal conditions of consumers that are formed from exposure to stimuli such as interactivity, visualization products and styles streamer communication. When the stimulus trigger emotion positive, consumers tend experiencing emotional arousal that accelerates taking decisions and lowering trend For do evaluation rational. In the context of In this, affective engagement plays a role as mechanism psychology that explains Why consumer can do purchase impulsive although previously No intend For purchase. Mechanism This can happen Because involvement strong emotions direct consumer For respond in a way fast to the stimulus they receive accept during Live Streaming.

Findings This consistent with Feng et al. (2024) which confirms that emotion positive such as excitement and enjoyment are driver the main impulsive buying factor in Live Streaming Commerce. Zhang et al. (2024) also found that affective reactions can reduce control cognitive, so that consumer more easy carried away atmosphere and driven For buy in a way impulsive. Tang and Chung's research (2025) also strengthen findings This with show that affective engagement contributes significant against the urge to buy because experience emotional creation in Live Streaming is of a nature immersive and evocative. Consistency results This with literature strengthen argumentation that factor emotional is one of the the most dominant determinant in trigger behavior purchase impulsive. In the context of TikTok Live Streaming Skintific, the strength The influence of affective engagement on impulsive buying can be explained by the characteristics content and style Very persuasive and emotional streamer communication. Skintific often use approach packaged education with a fun, interactive, and relatable way for Generation Z. Visualization texture products, before-after effects, and demonstrations use in real-time can increase the emotional excitement of the audience. In addition, the Live Streaming atmosphere is fast, dynamic, and filled with personal invitations such as "suitable" very good for the skin You are Again discount only now", or "quickly yes stay A little again" strengthens the emotional arousal that drives emergence impulse For buy. Viewers who have already involved in a way emotional will more easy rationalize purchase as a "necessary" decision in fact driven by feelings a moment. With Thus, the results study This confirm that affective engagement is one of the predictor strong purchase impulsive in Live Streaming Commerce. Findings This No only consistent with theory and research previously, but also reflects condition real Generation Z as audience very responsive TikTok home to experience

emotional in digital environment. Affective engagement is proven play a role as driving force the key that turns Live Streaming stimulus into behavior purchase impulsive in a way real.

***Influence The Relationship Between Brand Trust and Impulsive Buying Behavior***

Research result show that Brand Trust has an influence positive and significant on Impulsive Buying Behavior with mark coefficient  $\beta = 0.226$ , t-statistic = 4.860, and p-value = 0.000. Findings This indicates that the more tall level trust consumer towards the Skintific brand and to credibility of the streamer presenting products, increasingly big trend they For do purchase impulsive. Although coefficient the influence of Brand Trust is greater low compared to the influence of Affective Engagement on impulsive buying, results This still show significant and meaningful relationship in a way practical that trust be one of foundation important thing that makes consumer willing take decision purchase in a way fast without a long evaluation process. When consumers Certain that the brand has high quality, honesty and reliability, they feel safe For do purchase spontaneous Because perception risk has decrease Within the Stimulus-Organism-Response (SOR) framework, Brand Trust represents condition cognitive in components of the organism, where belief help form perception positive flowing to response behavior purchase impulsive. Trust works as mechanism psychological that reduces uncertainty, reduce perceived risk, and increase comfort in take decision in a way fast. When consumers trust the brand, they No Again feel need verify information product in a way deep and look for comparator, so that taking decision happen in a way more instant. With Thus, Brand Trust strengthens trend consumer For react in a way spontaneous to the interactive stimuli that appear during Live Streaming.

Findings This consistent with study previously confirmed the role of trust in influence behavior purchase impulsive. Qu et al. (2023) stated that trust is predictor significant from spontaneous purchases because trust can remove obstacle psychological in the process of taking decision. Huang et al. (2023) also shows that trust in streamer and trust in product contribute in a way significant on purchase intention in Live Streaming Commerce because consumer believe that recommendations given nature accurate and can reliable. While Feng et al.'s (2024) study found that trust can strengthen the persuasive effect of scarcity cues and emotional arousal, so that make it easier consumer For do purchase without plan. Alignment results study This with literature emphasize that trust is component cognitive role as trigger important purchase impulsive in a digital platform that is interactive.

In the context of TikTok Live Streaming Skintific, the strength the role of Brand Trust can understood through a brand communication strategy that really prioritizes transparency and evidence scientific regularly display detailed explanation regarding content material active, benefits clinical, as well as demonstration use products that show results in a way direct. Message science - based Skintific ("Science Meets Beauty") created perception that the brand is competent and responsible answer on every claims made. In addition, consistent and honest interactions from the streamer during Live Streaming strengthens trust in the streamer, which then expanding become trust in the brand. For Generation Z, trust this is very important Because they more tend follow visible recommendations authentic, informative, and transparent compared to just advertisement traditional. With Thus, the findings This show that Brand Trust is not only provide a sense of security for consumers, but also become trigger behavior purchase impulsive especially when driven by real-time interactions and experiences strong social in Live Streaming.

In a way overall, results study confirm that Brand Trust plays a role role important in encourage impulsive buying, even though No as big as influence factor emotional. Trust creates foundation cognitive that allows consumer For react fast to the stimulus that appears during Live Streaming, so that decision purchase spontaneous more easy happened. Findings This strengthen understanding that purchase impulsive in Live Streaming Commerce no only driven by aspects emotional but also by belief cognitive formation through experience interactive and credible brand communication.

***Influence The Relationship between Interactivity and Impulsive Buying Behavior through Affective engagement***

Research result show that Affective Engagement mediates connection between Interactivity and Impulsive Buying Behavior in a way significant, with mark coefficient No direct  $\beta = 0.287$ , t-statistic = 7.554, and p-value = 0.000. Findings This show that part big the influence of interactivity on purchase impulsive No happen in a way directly, but Work through mechanism emotional formation during consumer following TikTok Live Streaming Skintific. This means that interactivity creates condition intense affective states, such as excitement, pleasure, enjoyment, and involvement emotional, which then push consumer For do purchase in a way spontaneously. This result confirm that interactivity is not only functioning as a technical stimulus, but also as trigger emotional play role central in change experience watch become action purchase impulsive. In the Stimulus-Organism-Response (SOR) perspective, interactivity plays a role as the main stimulus that triggers changes in the organism in the form of affective engagement. This process happen when consumer exposed response fast, personal greetings, two -way

conversations, and demonstrations interesting real-time products attention they. The stimulus create condition strong affective, which is characterized with improvement intensity emotion positive. Condition This Then influence response consumer in the form of action purchase impulsive. With Thus, affective engagement mediation explains that interactivity is primarily Work through track emotional, not only through track cognitive or perception rational. Consumers who are emotional involved tend experiencing emotional arousal which decreases the evaluative process and increases trend For buy in a way spontaneous. Findings This consistent with research by Feng et al. (2024) which found that emotion positive outcomes resulting from interactions in Live Streaming significant increase behavior purchase impulsive. Tang and Chung (2025) also showed that affective engagement is a strong mediator that connects interactivity with impulsive buying because consumers who feel excited tend to take decision with more fast. In addition, Liu et al. (2022) stated that interactivity in Live Streaming increases enjoyment and emotional involvement, which ultimately encourage purchase behavior without planning. Alignment literature This confirm that track emotional is mechanism main thing that explains why interactivity can trigger purchase impulsive.

In the context of TikTok Live Streaming Skintific, affective engagement mediation can understood through style presentation interesting, interactive, and fun content for audience Generation Z. Skintific often use technique stimulating communication emotion positive, such as demonstration satisfactory product visually, response fast to question users, as well as offer exclusive announced in a way spontaneously. When consumers feel happy, entertained, and involved in a way emotional, they more easy pushed For do purchase impulsive, especially when Live Streaming creates difficult "momentum" atmosphere rejected. With Thus, the purchasing process impulsive No only results from information given product, but more influenced by experience the emotions created during broadcast ongoing. In a way overall, findings This confirm that affective engagement is a strong and significant mediator in connection between interactivity and impulsive buying. Interactivity creates experience intense emotional and experiences this is what is direct push consumer For make decision purchase in a way fast and without planning. In other words, purchasing impulsive in Live Streaming more Lots driven by what consumers feel than what they know. This is show that an effective Live Streaming strategy No only focused on delivery information, but also on the creation experience immersive and engaging emotional experience for audience.

### ***Influence The Relationship between Interactivity and Impulsive Buying Behavior through Brand Trust***

Research result show that Brand Trust plays a role as a significant mediator in connection between Interactivity and Impulsive Buying Behavior, with mark coefficient No direct  $\beta = 0.133$ , t-statistic = 4.731, and p-value = 0.000. Findings This confirm that part the influence of interactivity on behavior purchase impulsive No only happen in a way directly, but also through improvement trust consumer towards both brands and streamers. In other words, when interactivity increases — marked with response fast, two-way communication, clarification real-time information, and demonstrations transparent products — consumers will more easy believe in the brand, and trust this is the end push emergence purchase impulsive. In the Stimulus-Organism-Response (SOR) perspective, interactivity acts as a stimulus that creates change in the organism in the form of trust before produce response in the form of impulsive buying. Mechanism This happen because interactivity is capable reduce uncertainty, increasing perception transparency, and strengthening belief consumer to brand quality and honesty. Consumers who feel Certain that the brand is credible tend lower evaluation risks and speed up the decision-making process decision. Therefore that, Brand Trust works as mechanism cognitive that explains how interactivity can trigger behavior purchase impulsive through perception that the brand can trusted, safe, and fulfilling expectation consumers.

Findings This in line with Huang et al. (2023) which explains that trust in streamer and trust in product play a role important in reducing perceived risk so consumer more easy make decision fast and less purchase planned. Qu et al. (2023) also found that trust strengthen trend consumer For make spontaneous purchases because trust provides a sense of security although decision made in a way emotional and hasty. While that, research by Liu et al. (2022) shows that interactivity in Live Streaming contributes significant in building trust through transparent explanation and demonstration convincing product. Consistency findings This show that trust is not only results from information products, but also from quality interactions that occur during Live Streaming. In the context of TikTok Live Streaming Skintific, Brand Trust mediation can understood through a brand communication strategy that emphasizes transparency, education, and credibility scientific often display claim based research, presenting demonstration product with visual evidence, as well as answer question users in a way direct and honest. Communication model This create perception that the brand has integrity and reliability high. When interactivity supports delivery message in a way honest and personal, consumers who have believe in the brand will more easy take decision purchase without planning long. Generation Z, which is becoming respondents main research, also has preference tall towards brands that are communicative, responsive, and authentic — factors that strengthen effect Brand Trust mediation.

In a way overall, findings This confirm that Brand Trust is track mediation cognitive that explains how interactivity can trigger purchase impulsive. Compared to affective engagement which works through track emotional, Brand Trust works through perception processing information and assessment brand credibility. Second track the You're welcome important, but Brand Trust mediation shows that purchase impulsive No only driven by emotion, but also by belief consumer that decision purchase spontaneous still safe and profitable. In other words, interactivity does not only create proximity emotional but also trust cognitive, which together enlarge opportunity the occurrence of impulsive buying in Live Streaming Commerce.

## **Conclusion**

Study This aim For analyze How is interactivity in TikTok Live Streaming Skintific? influence impulsive buying behavior students, good in a way direct and through affective engagement and brand trust as variables mediation. Based on results PLS-SEM analysis of seven the hypothesis being tested, obtained a number of conclusion following.

1. Interactivity is proven influential positive and significant towards affective engagement. The more responsive, communicative, and interactive Live Streaming process is taking place, increasingly tall involvement emotional student during witness broadcast. Interactivity is capable create experience enjoyable, immersive, and engaging emotional experience that enhances intensity involvement affective.
2. Interactivity has an impact positive and significant towards brand trust. Response fast, transparent information, demonstration real-time products, as well as streamer's ability to answer question viewer in a way direct increase belief student to The quality and credibility of the Skintific brand. Interactivity create perception that the brand can trusted.
3. Interactivity has an impact positive significant on impulsive buying behavior. Real-time interaction, invitation direct, and atmosphere dynamic during Live Streaming appears urgency and pressure situational driving student do purchase spontaneous without planning.
4. Affective engagement has influence positive and significant on impulsive buying behavior. Positive emotions such as excitement, pleasure, enjoyment, and involvement strong emotions proven become driver main occurrence purchase impulsive.
5. Brand trust also has an influence positive significant on impulsive buying behavior. High trust towards the brand reduces perception risks and increase the sense of security student in take decision purchase spontaneous.
6. Affective engagement proven become a significant mediator in The relationship between interactivity and impulsive buying behavior. Influence interactivity more strong when interactivity is capable cause experience emotional positive that encourages student buy in a way impulsive. This suggests that the emotional pathway is the primary mechanism of interactivity influence.
7. Brand trust also mediates in a way significant The relationship between interactivity and impulsive buying behavior. Interactivity increase trust towards brand, and trust the push student make decision purchase fast and spontaneous. This path confirm the role of trust as mechanism cognitive in the purchasing process impulsive.

In a way overall, research This conclude that interactivity in TikTok Live Streaming has strong influence Good in a way direct and No direct towards impulsive buying behavior, through role central affective engagement and brand trust. Findings This show that experience intense interactive can form involvement emotional and belief that drives decision purchase impulsive, especially among student The familiar Generation Z with digital media and Live Streaming Commerce.

## **Suggestion**

### **1. Theoretical Suggestions**

Based on findings research, there are a number of recommendations that can be used For development theory and study furthermore :

- a. Study This prove that the Stimulus-Organism-Response (SOR) model is relevant used in context of Live Streaming Commerce. Therefore that, research furthermore recommended For add other organism variables such as flow experience, telepresence, or perceived enjoyment, which have potential give understanding more deep regarding the psychological processes that influence impulsive buying.
- b. Study upcoming can use mixed-method method for catch dynamics emotional and perceptual consumer in a way richer, for example through interview deep about how interactivity forms trust and engagement.
- c. Study furthermore can expand object study with compare some brands or category other products for see whether the influence of interactivity, engagement, and brand trust is different between skincare products, fashion, electronics, or food.

## 2. Practical Advice

Findings study give implications real for brands, actors business , and Content Creator in maximize the potential of Live Streaming Commerce.

- a. Brands like Skintific need optimize interactivity strategic . Response fast , live Q&A, personal greetings , and demonstrations proven real-time product increase emotional engagement and audience trust . The more personal the interaction created , the more big opportunity emergence purchase impulsive .
- b. Brands need increase affective engagement, for example with create engaging storytelling , aesthetic and satisfying content visually , as well as Exciting and immersive live streaming atmosphere . Emotional engagement is driver biggest impulsive buying.
- c. Brands need Keep going guard credibility and transparency information For strengthening brand trust. Use of proof scientific , demonstration honest , detailed explanation regarding content product , and consistency in answer question audience will increase beliefs that impact decisions purchase spontaneous .
- d. Strategies such as flash sales, limited stock, special promotions Live audience , or " *countdown urgency* " is proven can speed up decision purchase when supported by interactivity and emotional engagement.

## Limitations Study

Study This Still own a number of necessary limitations noticed For interpretation results and improvements in research furthermore .

1. Research sample dominated by students , so that the result Possible Not yet can generalized For larger population wide like worker professional , mother House stairs , or group age different . Impulsive buying behavior between segment can different in a way significant .
2. Study This use cross-sectional design , so that only catch condition behavior on one period time . The dynamics of engagement, trust, or intensity purchase impulsive in term long No can observed in a way deep .
3. Variables used only includes interactivity, affective engagement, brand trust, and impulsive buying behavior . There are still other factors such as social influence, promotion sales , price sensitivity, or perceived value which also have the potential influence decision purchase impulsive However Not yet entered in the research model .
4. Study This focus on one brand , namely Skintific so that the context nature specific . The results can different If applied to other brands that have a communication strategy , type product , or characteristics different audiences .
5. Data obtained through a self-reported questionnaire, which has the potential contains perceptual bias , social bias , or honesty bias respondents . Although PLS-SEM can handle complex models , subjective data nature still become limitations .

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## FROM TOUCH TO TRUST: THE ROLE OF EMOTIONAL ENGAGEMENT AND BRAND TRUST IN DRIVING IMPULSIVE BUYING OF SCIENTIFIC PRODUCTS DURING TIKTOK LIVE STREAMING

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