



## The Effect of Content Marketing, Live Shopping, and Flash Sale on Skintific Purchase Decisions on Tiktok Social Media Users

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### ABSTRACT

**Purpose of the study:** This study aims to examine the influence of (1) Content Marketing, (2) Live shopping, and flash sales on purchasing decisions for Skintific products on TikTok.

**Methodology:** This research utilizes a quantitative approach with primary data collected through Likert-scale questionnaires from 100 respondents in Surakarta. Data analysis was conducted using SPSS 26 software with statistical tests, including partial and simultaneous tests, to assess the impact of marketing strategies.

**Main Findings:** Content marketing influences purchasing decisions by 13.6%, live shopping by 20.3%, and flash sales by 22%. The R-square value indicates that these three strategies collectively contribute 55.9% to purchasing decisions, while 44.1% is influenced by other factors not examined in this study.

**Novelty/Originality of this study:** This study provides empirical insights into the effectiveness of TikTok's digital marketing strategies, particularly live shopping and flash sales, in shaping consumer purchasing behavior. It advances existing knowledge by highlighting the significant impact of visual engagement and urgency-driven marketing on millennials and Gen Z consumers within the skincare industry.

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## 1. INTRODUCTION

The development of the internet has brought significant changes in the lifestyle of Indonesians, especially in consumption patterns and shopping habits. Data from Bank Indonesia shows that e-commerce transactions increased by 51.6% in 2021 compared to the previous year. In recent years, consumption patterns have undergone significant changes due to rapid technological advancements and shifts in consumer behavior. The increasing reliance on digital platforms has transformed how consumers engage with brands, particularly through social media. TikTok, as an evolving marketing channel, has gained substantial traction among businesses seeking to connect with younger demographic, with millennials and Gen Z as the most active segments in online shopping [1]. However, despite its popularity, local brands face significant challenges in leveraging TikTok for marketing. These include high competition, the need for continuous content innovation, and difficulties in measuring marketing effectiveness. One sector experiencing rapid growth is the skincare industry, with the number of cosmetic businesses increasing from 819 units in 2021 to more than 1,500 units in 2024 [2]. However, despite the rapid growth of this industry, the challenges faced by local brands are growing due to competition with foreign brands that utilize digital marketing aggressively [3].

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Amidst the competition, Skintific, a Chinese skincare brand, managed to become one of the major players in the Indonesian market with its digital-based marketing strategy. Using content marketing, live shopping, and flash sales on TikTok, Skintific successfully ranked second in the facial care category in the second quarter of 2022 with total sales reaching Rp44.4 billion. TikTok, originally an entertainment platform, has now evolved into an effective marketing channel, with features such as TikTok Shop, Live Shopping, and Flash Sale driving instant purchase decisions [4].

Although the effectiveness of digital marketing strategies is increasingly discussed, there is still a gap in research related to the comparison of the effectiveness of live shopping on TikTok compared to other platforms. Previous research has focused more on digital marketing strategies in general, without delving deeper into the specific impact of interactive features offered by TikTok on consumer purchasing decisions [5]. Therefore, this study aims to analyze how content marketing, live shopping, and flash sales on TikTok can influence consumer behavior in buying skincare products [6].

In the context of consumer behavior, Kotler and Keller [7] state that internal factors such as perception, motivation, and attitude, as well as external factors such as culture, social class, and reference groups play an important role in making purchasing decisions. Visual elements, user engagement, and ease of transaction are crucial factors in influencing consumer behavior on social media platforms. The AIDA (Attention, Interest, Desire, Action) model explains that the purchase decision process starts from attention to action, where marketing content attracts audience attention, live shopping increases interest and desire through interactive experiences, and flash sales create urgency to buy [8].

In addition, the concept of Fear of Missing Out (FOMO) is also a strategy often used in digital marketing. Zhao et al., [9] highlighted that FOMO can create psychological pressure that encourages consumers to make purchases immediately so as not to miss the opportunity. Meanwhile, Assael's Involvement Theory emphasizes that the higher the level of consumer involvement in a marketing activity, such as interaction in live shopping or testimonials in content marketing, the more likely they are to make a purchase and become a loyal customer.

This research offers novelty by exploring the effectiveness of live shopping on TikTok compared to other platforms in driving purchase decisions. In addition, this research also contributes to understanding how digital marketing elements such as content marketing, live shopping, and flash sales play a role in creating a more interactive and effective marketing strategy [10]. With increasing competition between local and foreign brands, this research becomes relevant in providing insights for businesses to optimize their digital marketing strategies to improve competitiveness in the Indonesian skincare industry [11]. This study contributes to the existing literature by providing updated insights into digital marketing trends and practical implications for businesses aiming to optimize their TikTok marketing strategies. Additional research is necessary to further explore the evolving role of TikTok in shaping consumer behavior and its long-term impact on brand sustainability.

## **2. RESEARCH METHOD**

### **2.1. Types of Research**

This research uses a quantitative approach with a survey method. The quantitative approach was chosen because this study aims to statistically measure the effect of independent variables (content marketing, live shopping, and flash sales) on the dependent variable (purchasing decisions) [12]. The survey method is used to collect primary data from respondents who are TikTok users and have purchased Skintific products.

### **2.2. Population and Samples**

The population in this study are TikTok users who have purchased Skintific products through the platform. The sampling technique used is purposive sampling, with a total of 100 respondents who are considered representative for this study based on the Slovin formula with an error rate (tolerance) of 1.5 percent. Slovin formula with an error tolerance of 10% [13]. The sample selection is based on the criteria: (1) active TikTok users, (2) have purchased Skintific products through TikTok Shop, and (3) aged between 18 to 35 years.

### **2.3. Instruments**

The main instrument used in this research is a closed questionnaire with a Likert scale of 1-5 (1 = Strongly Disagree, 5 = Strongly Agree). The questionnaire was designed to measure respondents' perceptions of content marketing, live shopping, flash sales, and purchasing decisions. Before being distributed, the questionnaire was tested for validity and reliability using the Pearson Product Moment and Cronbach's Alpha tests [14].

### **2.4. Data Collection Techniques**

Data collection was conducted online through Google Forms, which were distributed to respondents via social media platforms and TikTok user community groups in Surakarta. This approach facilitated the efficient gathering of primary data from the target population. The collected data was subsequently processed and analyzed using SPSS version 26 software, allowing for comprehensive statistical analysis of the research findings.

The framework in this study assumes that the three independent variables, namely content marketing, live shopping and flash sales, have an influence on the dependent variable, namely purchasing decisions partially or simultaneously. The framework in this study, namely:

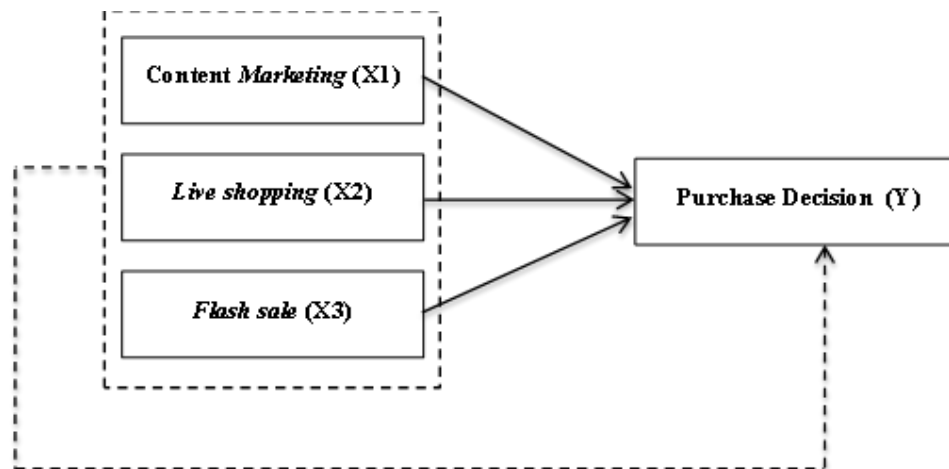


Figure 1. Framework

Description:

- : The effect of the independent variable partially on the dependent variable
- > : The effect of independent variables simultaneously on the dependent variable
- X1 : In this study, the content marketing variable is denoted by the symbol X1
- X2 : In this study, the live shopping variable is denoted by the symbol X2
- X3 : In this study, the flash sale variable is denoted by the symbol X3
- Y : In this study, the purchase decision variable is denoted by the symbol Y
- H1 : It is suspected that Marketing content has a significant effect on Skintific purchasing decisions for Tiktok social media users
- H2 : It is suspected that Live Shopping has a significant effect on Skintific purchasing decisions for Tiktok social media users
- H3 : It is suspected that Flash Sale has a significant effect on Skintific purchasing decisions for Tiktok social media users
- H4 : It is suspected that Marketing content, Live Shopping and Flash Sale simultaneously influence Skintific purchasing decisions for Tiktok social media users

## 2.5. Data Analysis Techniques

Data analysis was carried out using multiple linear regression to measure the effect of independent variables (content marketing, live shopping, and flash sales) on the dependent variable (purchasing decisions) [3]. The linear regression model used is:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e \dots (1)$$

Y = Purchase Decision,  
 $X_1$  = Content marketing,  
 $X_2$  = Live shopping,  
 $X_3$  = Flash sale,  
 $\alpha$  = Constant,  
 $b_1, b_2, b_3$  = Regression coefficient,  
 $e$  = Error term.

Validity and reliability tests were conducted using Cronbach's Alpha, with values above 0.7 considered a reliable instrument [14]. Hypothesis testing is done with the T-test and F-test to assess the significance of the influence of the independent variable on the dependent variable [4].

This analysis is carried out to classify data based on different characteristics, then displayed in tabular form containing qualitative and frequency information to obtain data obtained through questionnaires. In this study, descriptive analysis uses qualitative methods to obtain the characteristics of respondents used in this study [5].

## 2.6. Research Procedure

The research procedure was carried out through several stages. In the preparation phase, the researcher began by observing viral or trending phenomena to identify emerging problems. These problems were then explored further by reviewing relevant previous studies. At this stage, the researcher also determined the type of research and the tests to be used. The implementation of this phase involved proposal and sample development, where the researcher drafted the research proposal and gathered literature from previously validated studies. Furthermore, the researcher determined the population and sample by conducting field observations. The selected sample consisted of millennial and Gen Z adolescents residing in the Surakarta area.

In the data collection phase, the researcher focused on obtaining valid data through structured steps. First, questionnaires were distributed to the selected respondents using Google Forms. Once the data was gathered, it was processed using SPSS version 26 to ensure its validity and reliability. The researcher then interpreted the results of the analysis by summarizing the findings, comparing them with previous studies, and discussing their implications in real-world contexts. This stage also included an acknowledgment of the study's limitations and recommendations for future research.

The next step was the data analysis phase, where the researcher applied a series of statistical tests in accordance with the research design. The analysis began with validity and reliability testing of the questionnaire data. Following this, regression analysis and hypothesis testing were conducted to determine whether the data supported the researcher's initial hypotheses. Lastly, a test of the coefficient of determination was performed to measure the extent to which each independent variable influenced the dependent variable, both individually and collectively.

In the final stage, the research report and conclusion were compiled based on the findings from the data collection and analysis stages. The researcher presented a comprehensive summary of the results, drawing meaningful conclusions that addressed the research objectives. The following is a procedure chart for this research:

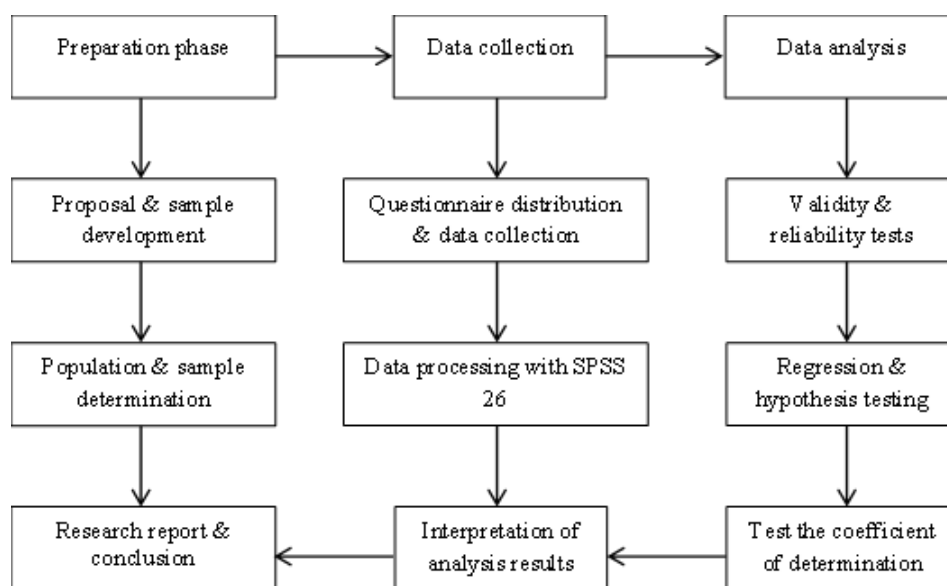


Figure 2. Procedure Chart

## 3. RESULTS AND DISCUSSION

### 3.1. Respondent Demographics

To explain the characteristics of data from respondents, descriptive analysis is carried out as follows in table 1.

Table 1. Demographics of Respondents Based on Gender		
Gender	Total	Percentage
Male	17	17%
Female	83	83%
Total	100	100%

That the number of respondents has a very far comparison between men and women, so that respondents can provide answers that are relevant to this research, namely analyzing skincare products whose users are dominated by women.

Table 2. Demographics of Respondents Based on age

Age	Total	Percentage
18-26	87	87%
27-35	13	13%
36-45	0	0%
Total	100	100%

The table states that the respondents in this study are appropriate, because this research targets millennials and generation Z who are in their productive and consumptive age, namely 18-35 years old. That it can examining the behavior/attitudes of millennials and Gen Z in buying products by online.

Table 3. Demographics of Respondents Based on Income Per Month

Income/Month	Total	Percentage
< Rp. 1,500,000	27	27%
Rp. 1,600,000 - Rp. 2,500,000	28	28%
Rp. 2,600,000 - Rp. 3,000,000	16	16%
> Rp. 3,100,000	29	29%
Total	100	100%

Differences in respondents income make this research targeting various groups but with the same online shopping habits, so that the results of this study do not have a certain bias that leads to one social circle only.

Table 4. Demographics of Respondents Based on Frequency Use of TikTok

Frequency of Use	Total	Percentage
Everyday	94	94%
3-5 Times per Week	6	6%
1-2 Times per Week	0	0%
Total	100	100%

Based on the frequency of using TikTok social media, the respondents in this study are very appropriate to measure the variables studied in this study. Because the habits of respondents in this study who use social media every day will see the marketing strategy carried out by Skintific on Tiktok social media. That it can affect impulsive buying for respondents who often see the content provided by Skitnific.

### 3.2. Statistical Analysis Results

Table 5. Regression Analysis &amp; T Test Results

		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients	Standardized Coefficients	Beta		
Model		B	Std. Error			
1	(Constant)	4.882	2.312		2.112	.037
	X1	.293	.105	.233	2.796	.006
	X2	.439	.094	.371	4.694	.000
	X3	.476	.096	.369	4.957	.000

a. Dependent Variable: Y

Based on the table, the results are obtained for the linear equation, namely the constant value ( $\alpha$ ) of 4.882 and for X1 ( $\beta$ ) of 0.293, X2 ( $\beta$ ) of 0.439 and X3 ( $\beta$ ) of 0.476. So, using the multiple linear regression formula, the following linear equation can be obtained:

$$Y = 4,882 + 0.293X_1 + 0.439X_2 + 0.476X_3 + e$$

And the results is  $p < 0.05$ , wich means Content Marketing (X1), Live shopping (X2) and Flash sale (X3), that have a positive and significant influence on Purchasing Decision (Y) of Skintific products on Tiktok social media users with Flash Sale as the most dominant variable.

Table 6. F Test Analysis Results

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	285.730	3	95.243	40.617	.000 <sup>b</sup>
	Residual	225.110	96	2.345		
	Total	510.840	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

F count on this table is 40.617 with a significance of  $0.000 < 0.05$ , it means that there is a significant effect between the independent variables Content Marketing (X1), Live shopping (X2) and Flash sale (X3) on Skintific Purchasing Decisions (Y) for Tiktok social media users. With these results, it states that the synergy of the three independent variables is a very relevant and powerful strategy as a marketing strategy that can be applied on Tiktok social media.

### 3.3. The Effect of Marketing Content (X1) on Purchasing Decisions

The T test results in this study indicate that marketing content has a regression coefficient value of 0.293 with a significance value of  $0.006 < 0.05$ . This shows that marketing content has a positive and significant effect on Skintific purchasing decisions for Tiktok social media users. Content marketing strategies, such as education about product benefits, procedures for use, and attractive visuals, are able to increase consumer awareness and build trust in the brand.

The results in this study are in accordance with Content Marketing is effective in building images and brands so as to increase interest and decisions to buy, especially in millennials and Gen Z [15]. It is also supported by relevant and consistent content that can build positive emotional relationships with audiences or consumers [16]. In addition, it is also reinforced by the ease of access and visual appeal on social media platforms that can encourage and strengthen Purchasing Decisions [17]. A content marketing strategy that includes product education, customer reviews, and attractive visual promotions can increase consumer awareness and interest [18]. Previous research also shows that well-packaged content marketing can increase consumer engagement and strengthen brand image [19]. In addition, a study by Alsoud et al. [20] revealed that entertainment-based content marketing has a significant impact on purchase intentions in a digital environment. Another study also highlighted that content-based marketing can increase customer interaction and build brand loyalty in the long run [21]. Content marketing has a major influence on purchasing decisions by increasing brand awareness, building trust, increasing engagement, and creating urgency in purchasing. Brands that can utilize relevant, engaging, and interactive content strategies will more easily influence consumers in making purchasing decisions.

### 3.4. The effect of live shopping (X2) on purchasing decisions

The T test results show that live shopping has a regression coefficient value of 0.439 with a significance value of  $0.000 < 0.05$ . This shows that Live shopping has a positive influence on purchasing decisions for Skintific products for Tiktok social media users. This strategy is effective because it provides a real-time interactive shopping experience, where consumers can interact directly with the seller. This involvement increases consumer trust and interest in the product. In other words, regularly doing and increasing Live shopping on Tiktok social media can encourage audiences or buyers to make Purchasing Decisions for Skintific products [22].

This is in accordance with and supports research conducted by Mindiasari et al., [23] the result of which is that Live shopping can increase consumer involvement and trust in a brand or product, thereby creating a more authentic shopping experience. Live shopping is able to create a shopping experience similar to a physical store, thereby increasing consumer comfort and trust. So that it supports the aspects, indicators, and results examined in this study. But besides that, there are things that must be considered in this Live shopping, namely the quality and information of the products that are being promoted during Live shopping, this is in line with the research of Risnawati et al which highlights the importance of the quality of information and products in Live shopping, proven to be relevant to Purchasing Decisions. Live shopping is proven to have a greater influence than content marketing on purchasing decisions. This is due to the real-time interaction between sellers and consumers, which increases trust and a sense of urgency in shopping. Another study found that the live shopping experience through live shopping can provide a sensation of exclusivity and increase impulse purchase decisions [24]. In addition, research by Apasrawirote and Yawised [25] showed that factors such as customer interaction and product demonstration play an important role in increasing purchase intention through live shopping. Real-time interactions through live shopping or Q&A sessions build trust by creating transparency, direct engagement, a sense of urgency and a loyal community. To improve the quality of interactions, brands should ensure informative, interactive and engaging live sessions, and provide special incentives for live participants to increase sales conversions.

### 3.5. The Effect of Flash sale on Purchasing Decisions

The T test results show that flash sales have a regression coefficient value of 0.476 with a significance value of  $0.000 < 0.05$ . This shows that Flash sale significantly has a positive influence on Purchasing Decisions for Skintific products for Tiktok social media users. Flash sales are the most dominant variable influencing purchasing decisions. Large discounts in a limited time create a sense of urgency and the FOMO (Fear of Missing Out) phenomenon, which encourages impulse buying.

Flash sales will create a sense of urgency for consumers to immediately buy Skintific products, because Flash sales utilize the FOMO (Fear Of Missing Out) effect which in turn will encourage consumers to make impulse purchases. The results in this study are in accordance with research conducted by Zhao et al., [9] that the results of his research highlight the influence of Flash sales in increasing sales traffic and purchasing decisions. In addition, research conducted by Lia [26] also confirms that Flash sales or exclusive offers made in a short time can increase consumers' buying interest, so this supports the results in this study. So that indicators such as exclusivity and time limits on an offer are proven to be relevant in impulse purchases. This is in line with research by Kotler and Keller [7] which shows that promotional strategies with time limits create significant urgency in consumer decision-making. Flash sales are the most influential factor in purchasing decisions, with a greater significant effect than content marketing and live shopping. Limited-time discounts create a sense of urgency and the Fear of Missing Out (FOMO) phenomenon, which drives impulse buying behavior. Previous research also confirms that flash sales can increase sales by creating time pressure that encourages consumers to buy products immediately [26]. In addition, research by Zhao et al., [9] highlighted how flash sales create a drastic increase in consumption behavior by leveraging aspects of time constraints and product exclusivity. Another study also emphasized that the combination of price promotion and time constraints in flash sales can significantly increase purchase intention [27], [28].

Flash sales are highly effective in capitalizing on FOMO and time urgency to drive impulse purchases. By implementing strategies such as countdown timers, exclusive reminders, declining stock displays and fast-buy bonuses, brands can increase the effectiveness of flash sales and ensure higher conversion rates [29], [30]. The findings of this research offer practical implications for digital marketers and business practitioners, especially in the Indonesian skincare industry, by providing empirical evidence on the effectiveness of flash sales in driving consumer purchasing decisions on TikTok [31]. By understanding how time-limited offers leverage psychological triggers such as FOMO and urgency, brands can refine their promotional tactics to maximize conversion rates. However, this research also has limitations. The study focuses solely on one brand Skintific and one platform TikTok thus limiting the generalizability of the findings to other industries, brands, or social media platforms. Additionally, the data collection was cross-sectional in nature, which may not capture long-term behavioral changes or seasonality effects [32], [33]. Future research is encouraged to explore broader sample sizes, longitudinal data, and comparative studies across different product categories and social platforms to enhance the robustness and applicability of the results.

## 4. CONCLUSION

This study examines the influence of content marketing, live shopping, and flash sales on the purchase decision of Skintific products on TikTok. The findings show that these three marketing strategies have a significant impact, with flash sales being the most dominant factor. Content marketing increases brand awareness and consumer trust, live shopping drives real-time engagement, and flash sales utilize urgency and FOMO to drive impulse purchases. The R-square value shows that these strategies collectively contribute 55.9% to purchase decisions, confirming the importance of digital marketing strategies. Based on the T test results, the three independent variables (content marketing, live shopping, and flash sales) partially have a positive and significant influence on purchasing decisions. This research strengthens the results of previous studies and provides guidance for businesses to adopt a digital marketing strategy based on the TikTok platform. This strategy proves relevant for millennials and Gen Z, who dominate the e-commerce market in Indonesia.

The results of the F test also reveal that content marketing, live shopping, and flash sales have a significant influence on purchasing decisions for Skintific products on TikTok. Digital-based marketing strategies, particularly through TikTok, are effective for reaching millennials and Gen Z, consumer groups that have high purchasing power and high engagement on social media. With the growing dominance of social commerce, this research confirms the need for brands to adopt dynamic and interactive marketing approaches to effectively reach millennial and Gen Z consumers. As a recommendation, local businesses can adopt similar strategies to compete in the digital market. Innovation in creating relevant, interactive content and utilizing e-commerce features could be the key to successful digital marketing in the future.

This research has some shortcomings. First, this study only focuses on one platform, namely TikTok, so the results may not be fully applicable to other platforms such as Shopee Live, Instagram Shopping, or Facebook Marketplace. Second, this study uses a survey method which may have respondent bias in assessing the factors that influence purchasing decisions. Thus, further research is expected to provide greater insight into the dynamics

of digital marketing and consumer behavior in the growing e-commerce era. Based on these limitations, including a sample size limited to TikTok users in Indonesia and a focus on one brand of skincare products.

The results contribute both theoretically and practically to the field of digital marketing by offering empirical evidence on the effectiveness of interactive marketing tools in influencing consumer behavior on social media platforms, particularly among millennial and Gen Z demographics who exhibit high levels of engagement and purchasing power online. From a managerial perspective, the findings suggest that brands aiming to penetrate or strengthen their presence in the digital marketplace especially within the skincare industry should adopt a hybrid strategy that combines informative content, real-time interactions, and urgency-driven promotions.

Despite its contributions, this study is not without limitations. The analysis was limited to a single social media platform (TikTok), a single brand (Skintific), and a single product category (skincare), which may constrain the generalizability of the findings. Moreover, the cross-sectional nature of the data collection and the reliance on self-reported measures may introduce biases. Future research should consider expanding the scope to multiple platforms such as Shopee Live, Instagram Shopping, or Lazada, and explore other product categories including fashion and electronics. Employing qualitative or longitudinal methods could also yield deeper insights into the evolving dynamics of consumer behavior. Additionally, examining the moderating effects of demographic variables such as age, gender, and income level may provide a more granular understanding of digital marketing effectiveness across different consumer segments.

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