

## ABSTRACT

The digital era has shaped digital marketing for the beauty and skincare industry through the live streaming phenomena that businesses use to boost online sales through real-time interaction. The object focus of this study is Somethinc, a top Indonesian and fast-moving consumer goods (FMCG) brand. This research explores how Somethinc can leverage livestreaming shopping to strengthen its marketing strategy in driving impulsive purchase behaviour.

The research aims to enhance the theoretical framework by investigating the influence of live streaming stimulus Demand, convenience, interactivity, playfulness and trust on impulsive purchase behaviour through the stimulus-organism-response framework. Moreover, age, gender and income serve as control variables to demonstrate the demographic generalizability of findings.

This study utilizes a survey methodology, employing a questionnaire to collect data from 400 Somethinc respondents through Google Forms with predetermined criteria. The sampling technique used is purposive sampling with a Likert scale. Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis techniques were used to test hypotheses using SMARTPLS software.

The results showed that respondents' assessment of livestream variable was in good category. Based on the results it was found that demand, convenience, interactivity and playfulness positively and significantly affect impulsive purchase behaviour. Indirect effect was also found where demand, convenience, interactivity, playfulness has a positive and significant influence on impulsive purchase behaviour through trust as a mediating variable.

Suggestion for Somethinc is increase its Playfulness of livestreaming by providing more entertainment or elements of humour as Playfulness seems to be the most influential factor towards impulsive purchase behavior through trust. In addition, Somethinc can also focus on age-specific engagement strategies targeting 25-30 and >35-year-old consumers as they were found to exhibit higher impulsive purchase behavior.

*Keywords: Livestreaming shopping, Demand, Convenience, Interactivity, Playfulness, Trust, Impulsive Buying Behaviour*