

# Influence of Content Marketing, Live Streaming, Reviews, and Beauty Vloggers on Scarlett Whitening Purchases

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**Abstract**—This study aims to determine the effect of content marketing, live streaming, customer reviews, and beauty vloggers on the decision to purchase Scarlett Whitening on TikTok Shop. The population in this study were active students from all faculties at Muhammadiyah University Purwokerto who had used Scarlett Whitening. The sampling technique used was purposive sampling, resulting in a total of 144 respondents in this study. The research analysis test used Structural Equation Modeling (SEM) as the data analysis technique, utilizing SmartPLS software version 3.0. The results of the study indicate that content marketing, beauty vloggers, and online customer reviews have a positive and significant influence on purchasing decisions, demonstrating the importance of informative, persuasive, and credible digital content in shaping consumer behavior on TikTok Shop. Conversely, live streaming does not show a significant effect on purchasing decisions, suggesting that its effectiveness may depend on execution quality or audience engagement levels. These findings imply that Scarlett Whitening should prioritize strengthening content marketing strategies, collaborating with credible beauty vloggers, and encouraging positive customer reviews to enhance consumer trust and purchase intentions, while reevaluating and optimizing live streaming approaches to improve their impact on purchasing decisions.

**Keywords:** Content Marketing; Live Streaming; Online Customer Review; Beauty Vlogger; Purchase Decisions

## 1. INTRODUCTION

*Scarlett Whitening* is an Indonesian brand of body care and beauty products known for its range of products such as body scrubs, facial washes, sunscreens, masks, peeling gels, moisturizers, body lotions, body serums, and perfumes (Pires et al., 2025). Founded in 2017 by artist Felicya Angelista, *Scarlett Whitening* focuses its products on formulas containing active ingredients such as glutathione and vitamin E to help care for, moisturize, and brighten the skin. It has become a phenomenon in the skincare industry (Mulyana et al., 2025). This product went viral and was highly sought after by consumers. These products went viral on social media, especially on platforms such as TikTok (Prajita et al., 2025), in line with the growing beauty trend that emphasizes glowing and flawless skin (Mardiyah & Sheila, 2022). The desire to have fair and clean skin has become a priority for many people, especially women. Supported by active social media promotions such as TikTokshop and collaborations with well-known *beauty vloggers*, these products are able to build consumer trust and expand their market reach (Puspita et al., 2023). This contributes to consumer purchasing decisions for high-quality local products (Aripin & Pradana, 2024).

*E-commerce* has evolved into the main battleground for FMCG (*Fast Moving Consumer Goods*) brands seeking to survive and grow, and is no longer merely an additional sales channel. The year 2024 shows that the advancement of the digital industry is no longer a trend but a necessity. It shows a 34% increase in FMCG *e-commerce* sales, from IDR 56 trillion in 2023 to IDR 75.4 trillion in 2024. This indicates a significant shift in consumer behavior.

Purchases of Scarlett products have shifted to online shopping. TikTok Shop is one of the short-video-based *e-commerce* platforms, providing space for *live streaming*, creating content about products to go viral, and customer reviews to influence purchasing decisions (Sari & Hariyanto, 2023). This phenomenon indicates a shift in consumer behavior, with consumers increasingly preferring to make purchasing decisions based on visual recommendations, testimonials, and discounts offered directly through *live streaming* (Syah et al., 2024).

In the skincare industry, many products are currently trending and in high demand, one of which is Scarlett Whitening skincare. Scarlett Whitening is a local *brand* that has become a phenomenon due to its marketing efforts, which have spread globally to Korea and involved collaborations with K-Drama and K-Pop artists to boost consumer interest (Puspitasari & Kusuma, 2024). Supported by social media promotions, Scarlett Whitening utilizes *e-commerce platforms* like TikTok as their promotional channels.

Local brands like Scarlett Whitening face increasingly intense competition and must adopt new marketing approaches. One approach used by *Scarlett Whitening* is utilizing the social media platform TikTok, specifically its *live streaming* feature (Puspitasari & Kusuma, 2024). With the *live streaming* feature, sellers and buyers can communicate with each other, engage in comprehensive discussions, and receive immediate responses to any questions raised by consumers regarding Scarlett Whitening (Saputra & Fadhillah, 2022). Scarlett Whitening utilizes TikTok for *live streaming* and promoting products through advertisements. Additionally, the *live streaming* feature on Scarlett Whitening offers a yellow cart and vouchers to make it easier for potential buyers to pay and obtain products. The benefits of free shipping and vouchers are also important factors in purchasing decisions (Juliana, 2023). This is because consumers can obtain products at lower prices without paying shipping costs.

Naturally, this has led to *Scarlett's* rise to widespread recognition as a local brand whose fame has spread worldwide. Scarlett's fame is what makes *Scarlett's* marketing strategy successful (Sari & Hariyanto, 2023).

Beauty products are not only influenced by price and quality, but also by other factors such as the effects of influencer reviews and social media, emotional, psychological and social factors, beauty trends, sustainability principles, and highly influential digital communities (Nurhasanah et al., 2025). Another factor that can influence consumer purchasing decisions is *content marketing*, which involves marketing by creating, curating, and distributing content that makes digital content attractive, relevant, and profitable in creating discussion material (Syah et al., 2024). Additionally, factors influencing purchasing decisions include *live streaming*, a new feature that supports consumers by allowing them to ask about the products they want and need before deciding to buy something during *the live stream*, thereby increasing their confidence and reducing the likelihood of making mistakes when purchasing (Febriyanti & Ratnasari, 2024). Sales through *live streaming* can increase sales and retain customers (Mausul & Ma'mun, 2024). Another factor influencing *online* purchasing decisions is *customer reviews*, which are online reviews containing information about product evaluations based on the experiences of consumers who have already purchased the product (Darnis et al., 2024). *Scarlett Whitening* cosmetic products have many good reviews when sold on the TikTok store, so customers often purchase them on the TikTok app (Febriyanti & Ratnasari, 2024).

The final factor influencing purchasing decisions is *beauty vloggers*, who are individuals or groups that create vlogs aimed at recommending and reviewing the beauty of the products they use, as customers will assess the price of a product based on the perceived benefits (Putri & Maivalinda, 2025).

When making a purchase decision, consumers first go through various considerations from among many alternatives (Sudrajat et al., 2024). The theory underlying this research is the consumer purchasing decision model, which refers to consumer actions in selecting, obtaining, and using goods, services, ideas, or experiences to fulfill their needs and desires, whether individually, in groups, or in organizations. This study focuses on searching for information about a particular product or brand and evaluating how well each alternative solves the problem, which then leads to a purchasing decision (Puspita et al., 2023)

Factors that can influence *content marketing* are the marketing strategy process of creating content through social media with the aim of providing consumer information to attract and promote the products being sold (Fricilia et al., 2021). As stated in the theory, *content marketing* influences purchasing decisions (Nurivananda & Fitriyah, 2023). The phenomenon of *Scarlett Whitening content marketing* is very powerful in driving and building sales, especially through the TikTok platform. The studies by Fadilah et al. (2022), Putri & Martasya (2023), and Siwi & Ahmadi (2025) found that *content marketing* has a positive and significant effect on purchasing decisions. However, research conducted by Abdjul et al. (2022) and Huda et al. (2022) found that *content marketing* does not have a positive and significant effect on purchasing decisions.

*Live streaming* is a determining factor in purchasing decisions. Purchasing decisions, as defined by Kotler & Keller (2016) in Mutmainna et al. (2024), are a condition in which consumers form preferences for brands within a set of choices. As stated in the theory of , *live streaming* influences purchasing decisions . The phenomenon of *Scarlett Whitening's live streaming* is highly effective in digital marketing, especially on Instagram and TikTok. *Scarlett Whitening* innovates by creating engaging and unique content, ensuring that its promotions are well-received by the general public, particularly TikTok users themselves (Sari & Hariyanto, 2023). In the study by Kamilla & F (2023), Nurivananda & Fitriyah (2023), and Valentina et al., (2024), live streaming has a positive and significant effect on purchasing decisions, while the study by Wicaksana & Nuryanto (2024) reveals that *live streaming* does not affect purchasing decisions.

*Online customer reviews* based on opinions Sudrajat et al. (2024) have a significant impact on purchasing decisions. Customers also play an important role because consumers need to find comprehensive information about products and services. As mentioned in the theory, *online customer reviews* influence purchasing decisions (Sudrajat et al., 2024). The phenomenon of *online customer reviews* for *Scarlett Whitening* is very positive and significant, especially among students and teenagers (Rarung et al., 2024). These positive *reviews* influence purchasing decisions, and *Scarlett Whitening* has successfully become one of the best-selling *beauty brands* in Indonesia. Research conducted by Majid et al. (2024), Rahmawati & Saputro (2024), Riandi & Sarah (2024), and Toji & Sukati (2024) concludes that *online customer reviews* have a positive and significant impact on purchasing decisions. Meanwhile, research conducted by Dwi et al. (2022), Firdaus et al. (2023), and Utami & Istiyanto (2024) reveals that *online customer reviews* do not influence purchasing decisions. *Beauty vloggers* also play a role in purchasing decisions. Based on research conducted by Afifa & Ambarwati (2024), *beauty vloggers* are individuals who play an important role in the beauty industry, reviewed through videos and shared in blog posts. This also applies to one *beauty vlogger*, Tasya Farasya, who reviews *Scarlett Whitening* products and uploads them on YouTube and TikTok. As stated in the theory, *beauty vloggers* influence purchasing decisions (Pires et al., 2025). The phenomenon of *the Scarlett Whitening beauty vlogger* refers to how beauty relates to the product, which is managed by Felicya Angelista as the owner of *Scarlett Whitening* and has become widely known by the Indonesian public, especially through promotions on social media by *beauty vloggers* (Mulyana et al., 2025). Research conducted by Abadi & Hawa (2023), Fricilia et al. (2021), and Putra (2021) concludes that *beauty vloggers* have a positive and significant influence on purchasing decisions. Meanwhile, research conducted by Astuti et al. (2021) and Novalida & Nurhayati (2024) reveals that *beauty vloggers* do not influence purchasing decisions.

This study is an extension of previous research by Nurivananda & Fitriyah (2023). The previous study revealed that *content marketing* and *live streaming* have a positive and significant influence on purchasing decisions. The main difference in this study is the addition of two new independent variables, namely *online customer reviews* and *beauty vloggers*, which were taken from the studies by Afifa & Ambarwati (2024) and Sudrajat et al. (2024), because these two variables also have a significant effect on purchasing decisions. This study aims to examine in depth the factors that

influence purchasing decisions, particularly in the growing *e-commerce* market. This study was conducted in all faculties of Muhammadiyah University Purwokerto because many students use *Scarlett Whitening* products, thus providing valuable insights about these products.

This study provides several scientific contributions to the literature on digital marketing and consumer purchasing behavior in the context of social commerce. First, this research contributes theoretically by integrating content marketing, live streaming, online customer reviews, and beauty vloggers into a single empirical model to explain purchasing decisions, thereby extending consumer behavior theory within the rapidly growing TikTok Shop ecosystem. Second, from an empirical perspective, this study offers evidence from a local Indonesian beauty brand, *Scarlett Whitening*, and focuses on student consumers as digital-native users, a segment that remains underexplored in prior studies. Third, this research addresses inconsistencies in previous findings by empirically examining the differential effects of live streaming compared to other digital marketing strategies. Finally, this study provides practical insights for beauty and FMCG companies in designing effective social commerce strategies, particularly in optimizing content marketing, influencer collaboration, and customer review management on TikTok Shop.

## 2. RESEARCH METHODS

### 2.1. Research Framework

This research is quantitative research using Non-Probability Sampling techniques in the form of Purposive Sampling so that the findings can be applied broadly to the entire population, thus requiring accurate representation of the characteristics of the population in the sample (Sugiyono, 2019). Stating that Purposive Sampling is a technique for determining samples based on criteria where samples are not selected randomly based on research assessment. The sample in this study consisted of active students from all faculties at Muhammadiyah University Purwokerto who had used *Scarlett Whitening*. The sampling technique used was purposive sampling with the criteria of having purchased the product more than twice in 6 months. The number of active students was 13,214, which resulted in 144 students using the Slovin formula because the population was too large to use another formula.

### 2.2 Theoretical Basis of Measurement Indicators

The measurement indicators in this study were developed based on established marketing and consumer behavior theories to ensure construct validity and theoretical relevance. Each indicator reflects the core dimensions of the respective variables as supported by prior empirical studies.

Indicators for Content Marketing capture content quality, variation, relevance, and credibility, as reflected in the clarity, attractiveness, and consistency between promotional content and actual product quality. These dimensions align with content marketing theory, which emphasizes the role of valuable and informative content in influencing consumer purchasing decisions (Fricilia et al., 2021; Nurivananda & Fitriyah, 2023).

Live Streaming indicators represent product presentation quality, host credibility, interactivity, and promotional appeal during live sessions. These indicators are grounded in live commerce and interactive marketing theory, which highlights real-time interaction and information transparency as key factors in reducing consumer uncertainty and shaping purchase decisions (Febriyanti & Ratnasari, 2024; Saputra & Fadhilah, 2022).

Indicators for Online Customer Reviews measure information usefulness, credibility, honesty, and the influence of positive reviews on purchasing decisions. This measurement is theoretically supported by social proof and information diagnosticity theories, which explain how consumers rely on other users' evaluations as a basis for online purchase decisions (Sudrajat et al., 2024).

Beauty Vlogger indicators emphasize source credibility, trustworthiness, and the perceived usefulness of product information provided by vloggers. These indicators are derived from source credibility theory, which suggests that messages delivered by credible and knowledgeable sources are more persuasive in shaping consumer behavior (Afifa & Ambarwati, 2024; Putra, 2021).

Finally, Purchase Decision indicators reflect the final stage of the consumer decision-making process, including need recognition, information search, and evaluation of product quality and price suitability, as proposed in the consumer decision-making model (Kotler & Keller, 2016).

### 2.3 Data Model Analysis

Data analysis in this study involved statistical and descriptive analysis using PLS-SEM. Descriptive analysis was used to describe participants' responses and identify respondent patterns. To test the Structural Equation Modeling (SEM) system, the SmartPLS testing program was used. SEM analysis was chosen for its ability to provide a direct representation of variable relationships and perform path analysis. The process requires two stages: the first stage evaluates the model using Outer Model assessment, while the second stage involves evaluating the structural model (Inner Model) to test hypotheses and explain variable relationships. Convergent validity was confirmed with loading values exceeding 0.7 and AVE values above 0.5 (Hair & Alamer, 2022).

### 2.4 Research Hypotheses

H1: Content Marketing has a positive and significant effect on purchasing decisions.

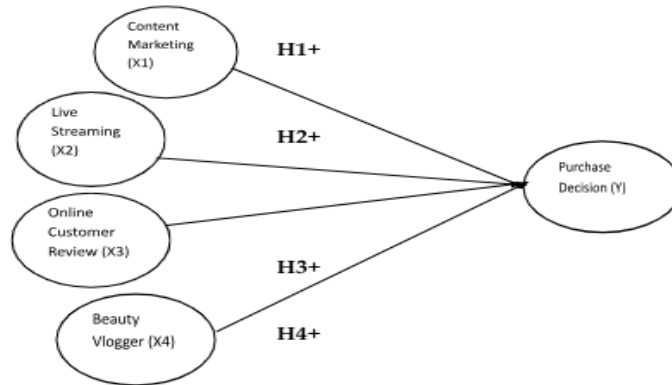
H2: Live streaming has a positive and significant effect on purchasing decisions.

H3: *Online customer reviews have a positive and significant effect on purchasing decisions.*

H4: Beauty vloggers have a positive and significant influence on purchasing decisions.

### 2.5 Conceptual Framework

In this study, four hypotheses were tested that stated that content marketing (X1), live streaming (X2), online customer reviews (X3), and beauty vloggers (X4) had a positive and significant effect on purchase decisions. Content marketing plays a role as a marketing strategy that presents informative, interesting and quality content. Live streaming is an interactive form that allows consumers to see products directly, communicate with sellers and obtain information in real time. Online customer reviews are positive reviews that can be a credible source of information so that they affect purchase decisions. Beauty vloggers act as opinion leaders who provide reviews and recommendations for beauty products.



**Figure 1.** Conceptual Framework

### 2.5 Data Analysis and Testing Techniques

$$n = \frac{13.214}{13.215 (0,1)} = n = \frac{13.214}{1+132 (10\%)} = \frac{13.214}{133} n = 100$$

Purposive sampling is a technique of taking data source samples by going through several considerations (Sugiyono, 2019). The researcher considered only students who had used *Scarlett Whitening* and had purchased the product through Tiktokshop.

Data was collected from a questionnaire using Google Forms filled out by students. The questionnaire instrument was designed with statements in line with the research objectives and hypotheses and measured using a Likert scale ranging from (1) strongly disagree to (5) strongly agree.

## 3. RESULTS AND DISCUSSION

### 3.1 Research Results

Based on the results of the data analysis conducted through Google Forms, the respondent profile can be described as shown in Table 1.

**Table 1.** Respondent Profile

Category	Information	Frequency	Percentage (%)	
Faculty	Faculty of Teacher Training and Education	13	9	
	FEB	15	10.4	
	FTS	13	9	
	FPP	13	9	
	FAI	13	9	
	Psychology	13	9	
	Pharmacy	13	9	
	FIBK	11	7.6	
	LAW	14	9.7	
	FIKES	13	9	
	Medicine	13	9	
	Gender	Male	52	36.1
		Female	92	63.9
Age	17-20	12	8.3	
	21-24	128	88.9	

Category	Information	Frequency	Percentage (%)
Product	>24	4	2.8
	Body Lotion	37	25.7
	Body Wash	22	15.3
	Serum	12	8.3
	Perfume	21	14.6
	Facial Wash	18	12.5
	Body Scrub	12	8.3
	Sunscreen	16	11.1
	Moisturizer	4	2.8
	Peeling Gel	2	1.4

Table 1 shows the results of the respondent profile. The values obtained at Muhammadiyah University Purwokerto were 13 respondents (9%) and dominated by FEB students with 15 respondents (10.4%). The gender values show that the respondents were dominated by women with 92 respondents (63.9%). The age of respondents was dominated by students aged 21-24 years with 128 respondents (88.9%). Based on the data, students have purchased *Scarlett Whitening* more than twice a month through Tiktoshop, with most purchasing *body lotion, body wash, perfume, facial wash, and sunscreen* products. These findings indicate that the respondents in this study often make purchases through TikTok Shop. The following is the data management carried out by applying the PLS 3 method. PLS is used to analyze data in order to produce a comprehensive understanding of the relationship between variables. PLS test results can also produce new insights that may need to be expressed in the form of simple analysis. The results of this study can be seen as follows:

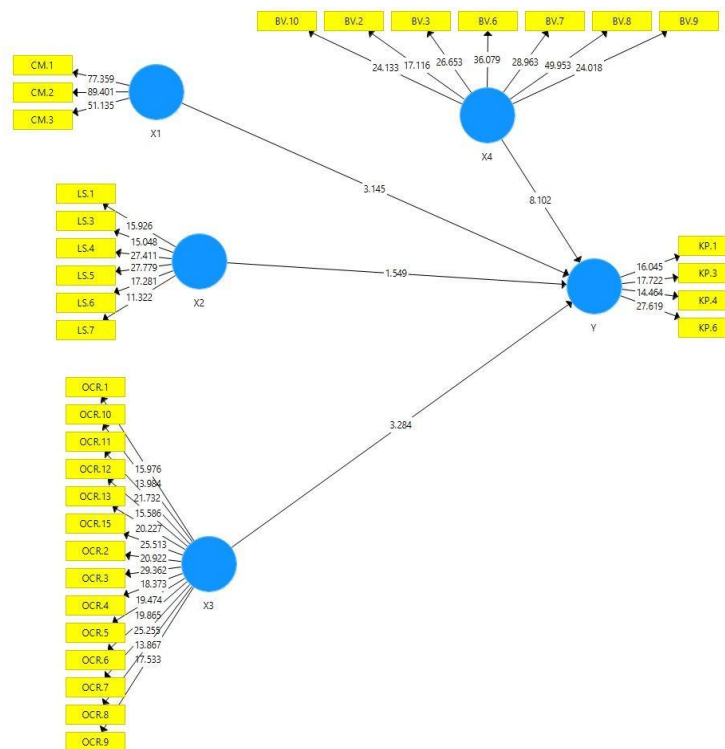


Figure 2. Results of SEM-PLS model analysis

Based on Figure 2. This data analysis was conducted in two rounds. The data shows that there are three indicators that must be eliminated, namely X2.2, X2.8, X3.14 and X4.1, X4.4, X4.5, X4.10, X4.11, X4.12, X4.13, X4.14, X4.15. This is because they have outer loading values below 0.7. Outer loading values below 0.70 can be eliminated from the analysis (Ghozali, 2015).

Table 2. Outer loading

Statement Items	Outer Loading
CM.1 The content uploaded on TikTok Scarlett Whitening varies and maximizes features	0.937
CM.2 The uploaded content is of high quality.	0.961
CM.3 The content displayed on the Scarlett Whitening TikTok account reflects the actual quality of the product.	0.938
LS.1 The quality of the products displayed during live streaming influences my decision to purchase.	0.716

Statement Items	Outer Loading
LS.3 The way the Scarlett Whitening product is presented during the live stream makes me more confident about purchasing it.	0.776
LS.4 I trust the information provided by the host during the Scarlett Whitening live stream.	0.861
LS.5 Consumers who commented on the suitability of the product during the live stream made me confident to purchase the Scarlett Whitening product.	0.850
LS.6 The credibility of the live stream organizer influenced my purchasing decision.	0.814
LS.7 The discounts offered during the live stream caught my attention and made me want to buy.	0.735
OCR.1 I feel that online customer reviews make it easier for me to shop for Scarlett whitening products.	0.803
OCR.2 Online customer reviews help me find information about Scarlett whitening products.	0.819
OCR.3 I used online customer reviews to compare Scarlett whitening products with other brands.	0.848
OCR.4 I believe that the online customer review feature on TikTok provides accurate information.	0.773
OCR.6 I am confident that the information in TikTok reviews comes from users who have experience with the product.	0.786
OCR.7 I feel that the product reviews on TikTok provide clear information.	0.756
OCR.8 Online reviews on TikTok help me decide which Scarlett whitening product to buy.	0.805
OCR.9 I believe that reviews on TikTok present logical arguments based on actual user experiences.	0.731
OCR.10 In my opinion, product reviews on TikTok provide honest information.	0.774
OCR.11 Positive reviews about Scarlett whitening products on TikTok increase my interest in purchasing them.	0.820
OCR.12 Reviews from other consumers on TikTok increased my interest in purchasing Scarlett whitening products.	0.756
OCR.13 I believe that the more positive reviews there are, the better the product's reputation among consumers.	0.819
OCR.15 I am sure that the number of reviews received can influence my decision to choose Scarlett whitening products.	0.843
BV.2 In my opinion, Tasya Farasya's vlog in the TikTok video is trustworthy.	0.791
BV.3 In my opinion, Tasya Farasya's vlog conveys the natural ingredients and benefits of Scarlett Whitening.	0.829
BV.6 In my opinion, the information about Scarlett Whitening products shared by Tasya Farasya provides useful information for my purchase.	0.855
BV.7 In my opinion, the information about the Scarlett whitening product provided by Tasya Farasya was valuable for my purchase.	0.843
BV.8 In my opinion, the information about the Scarlett whitening product provided by Tasya Farasya will make my purchase effective.	0.903
BV.9 In my opinion, the information about the Scarlett whitening product provided by Tasya Farasya will make my purchase efficient.	0.809
BV.10 Tasya Farasya's video content is well-presented, which influences my view of the Scarlett Whitening product information presented in the video.	0.813
KP.1 I purchased this Scarlett Whitening product after feeling a desire and need for it.	0.780
KP.3 I found information about the Scarlett Whitening product before purchasing it.	0.815
KP.4 I purchased the Scarlett Whitening product because I knew about its quality.	0.754
KP.6 The affordability of the price relative to the quality and benefits I receive influenced my decision to purchase Scarlett Whitening products.	0.824

In Table 2, the analysis results show that there are loading factor values of more than 0.7 for the variables of *Content Marketing*, *Live Streaming*, *Online Customer Reviews*, *Beauty Vloggers*, and *Purchase Decisions*. High outer loading values prove that these indicators can be explained by the measured construct. The general rule for outer loading values is 0.7 or higher. Thus, it can be said that the factor loading values of all indicators meet the convergent validity requirements.

**Table 3.** Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Beauty Vlogger	0.928	0.931	0.942	0.698
Content Marketing	0.941	0.945	0.962	0.894
Purchase Decision	0.804	0.809	0.872	0.630
Live Streaming	0.881	0.886	0.911	0.630

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Online Customer Review	0.956	0.958	0.961	0.635

Based on Table 3, it shows that the Construct Reliability and Validity values of the variables *Content Marketing*, *Live Streaming*, *Online Customer Review*, and *Beauty Vlogger* on Purchase Decision are greater than 0.5, so all these variables can be declared reliable.

**Table 4.** Discriminant Validity: Fornell-Larcker Criterion

	Beauty Vlogger	Content Marketing	Purchase Decision	Live Streaming	Online Customer Review
Beauty Vlogger	0.835				
Content Marketing	0.103	0.945			
Purchase Decision	0.727	0.476	0.794		
Live Streaming	0.536	0.582	0.699	0.794	
Online Customer Review	0.583	0.546	0.749	0.743	0.797

The results of the discriminant validity test using the Fornell–Larcker criteria show that each construct in this study has a higher Average Variance Extracted (√AVE) value than the correlation values between other constructs. The √AVE values for each variable, namely Beauty Vlogger (0.835), Content Marketing (0.945), Purchase Decision (0.794), Live Streaming (0.794), and Online Customer Review (0.797), were proven to be greater than all correlations that appeared in the related rows and columns. This condition indicates that each construct is able to clearly distinguish itself from other constructs and that there is no overlap of concepts between variables.

**Table 5.** R-square

	R Square	Adjusted R Square
Purchase Decision	0.735	0.728

Based on Table 5, the R Square value for the Purchase Decision (Y) variable is 0.735, which means that 73.5% of the variation in purchase decisions can be explained by the variables of Content Marketing, Live Streaming, Online Customer Reviews, and Beauty Vloggers. Meanwhile, the Adjusted R Square of 0.728 shows that the model remains stable and does not experience a significant decline after adjustment. Overall, these values indicate that the model has strong predictive power for purchasing decisions.

**Table 6.** Hypotheses Testing

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Conclusion
Beauty Vlogger (X4) -> Purchase Decision (Y)	0.493	0.488	0.066	7.492	0.000	Accepted
Content Marketing (X1) -> Purchase Decision (Y)	0.218	0.215	0.069	3.166	0.002	Accepted
Live Streaming (X2) -> Purchase Decision (Y)	0.119	0.120	0.074	1.60	0.110	Rejected
Online Customer Review (X3) -> Purchase Decision (Y)	0.254	0.262	0.081	3.152	0.002	Accepted

Based on Table 6, the path analysis results show that the Beauty Vlogger variable has a positive and significant effect on Purchase Decision, with an original sample value of 0.493 and a p-value of 0.000. This finding indicates that the stronger the role of beauty vloggers, the higher the tendency for consumers to make purchases. Furthermore, Content Marketing is also proven to have a positive and significant effect with an original sample value of 0.218 and a p-value of 0.002, meaning that the marketing content presented is able to encourage an increase in purchasing decisions. In contrast to these two variables, Live Streaming has an original sample value of 0.119 and a p-value of 0.110, meaning that its effect on purchasing decisions is not significant. Meanwhile, Online Customer Review shows a positive and significant influence with an original sample value of 0.254 and a p-value of 0.002, meaning that online consumer reviews play an important role in driving purchasing decisions.

### 3.2 Discussion

#### 3.2.1 The Influence of Content Marketing on Purchase Decisions

The results of this study indicate that content marketing has a positive and significant effect on Scarlett Whitening purchasing decisions on TikTok Shop. This means that the more often consumers are exposed to Scarlett Whitening promotional content on TikTok Shop that is considered interesting and of high quality, the higher the likelihood of consumers making a purchase. Content that is presented in an informative, creative, and relevant manner does not cause

boredom, but rather strengthens consumer interest and engagement with the product. Younger consumers, especially TikTok users, prefer content that is authentic, entertaining, and feels natural, thereby increasing their interest in a brand (Prajita et al., 2025). Thus, well-designed content marketing can encourage increased purchasing decisions.

According to Consumer Behavior Theory, purchasing behavior is influenced by attitudes, subjective norms, and perceived behavioral control. When consumers perceive promotional content as interesting, informative, and not excessive, their attitude toward the brand becomes more positive because the content provides added value and strengthens their confidence in making purchasing decisions. In the context of the #GlowUpWithScarlett campaign, content featuring real users, real experiences, and honest product information received more interactions and positive responses. This shows that authentic and relevant content is more effective in influencing consumer purchasing decisions (Utami & Istiyanto, 2024). These findings confirm that a quality content marketing strategy can strengthen positive consumer perceptions and drive purchasing decisions on the TikTok Shop platform.

This finding reinforces and extends consumer behavior theory by confirming that content marketing remains a dominant driver of purchasing decisions in social commerce environments, particularly on short-video platforms such as TikTok Shop. Unlike traditional e-commerce contexts, this study highlights that content credibility and alignment with actual product quality play a more critical role than mere content frequency, indicating a shift toward value-based digital engagement.

### 3.2.2 The Influence of Live Streaming on Purchase Decisions

The results of the study indicate that live streaming has a positive but insignificant effect on Scarlett Whitening's purchasing decisions through TikTok Shop. These findings show that although live streaming tends to increase purchasing decisions, the effect is not statistically significant. Thus, the more often Scarlett Whitening conducts live streaming sessions, it does not always correlate with an increase in purchasing decisions. This condition can occur when live streaming focuses more on direct promotion or hard selling rather than providing educational information and building trust. When hosts emphasize offers without providing added value, consumers may feel less interested or disconnected from the live streaming content (Wang et al., 2024). Attractive product presentation and host credibility remain important factors in creating effective live streaming. If these two aspects are neglected, the appeal of the live session may decline, causing the audience to lose trust and interest in the product (Wu et al., 2024).

In CB-theory, live streaming provides an interactive experience that can increase perceived and believed behavioral control over the product. Through live sessions, consumers can ask questions and see products in real-time, thereby building consumer trust. Products promoted directly through live streaming also tend to give a high perception of quality and transparency (Wang et al., 2024; Wu et al., 2024). These findings are in line with the research by Agustin (2023) and Situmorang et al. (2025), which states that live streaming has a positive and insignificant effect on purchasing decisions.

This result offers a theoretical contribution by challenging the prevailing assumption in live commerce literature that live streaming inherently leads to higher purchasing decisions. The findings suggest that live streaming functions more as a supporting informational tool rather than a primary determinant of purchase decisions, thereby extending consumer behavior theory by emphasizing the conditional effectiveness of interactive features in social commerce.

### 3.2.3 The Influence of Online Customer Reviews on Purchase Decisions

The results of the study show that online customer reviews have a positive and significant effect on purchasing decisions. This means that the more positive reviews a product receives on TikTok Shop, the higher the purchase decision. This is because honesty and logical arguments in reviews are key factors in building consumer trust (Li et al., 2024; Rahmayanti & Dermawan, 2023). This finding aligns with the concept of social proof in CB-theory, which also emphasizes that the opinions of other users greatly influence consumers' intentions to act. In this context, reviews from fellow TikTokshop users provide social validation that strengthens purchasing decisions.

On the Scarlett Whitening product page on Tiktokshop, reviews accompanied by "before-after" photos or short videos of product usage receive high engagement levels and often influence potential buyers to try the product (Li et al., 2024). This aligns with the findings of Riandi & Sarah (2024) and Utami & Istiyanto (2024) which state that the credibility of online reviews is more convincing than promotional messages from companies. Thus, online customer reviews become a crucial element in purchasing decisions because they provide a social experience that is considered real and transparent.

This finding strengthens social proof and information diagnosticity theories by demonstrating that online customer reviews serve as a key source of perceived credibility in TikTok-based purchasing decisions. In contrast to firm-generated promotions, user-generated reviews provide stronger informational signals, highlighting their increasing dominance in shaping consumer trust within social commerce platforms.

### 3.2.4 The Influence of Beauty Vloggers on Purchase Decisions

This study shows that beauty vloggers have a significant positive influence on purchasing decisions for Scarlett Whitening through TikTok Shop. This means that although beauty vloggers contribute to building brand awareness, their influence is not yet significant enough to determine purchasing decisions. The expertise and credibility of vloggers are aspects that are recognized and valued by the audience. However, consumers are now increasingly critical in assessing paid content (paid endorsements), as they tend to be more selective in distinguishing between authentic opinions and sponsored

promotions (An et al., 2024; Liu et al., 2021). For example, when popular beauty vloggers like Tasya Farasya promote Scarlett Whitening products through paid reviews, some audiences express skepticism because they recognize the commercial interests behind the content. Conversely, reviews made by micro-influencers with fewer followers are often considered more honest and authentic, thereby building stronger trust among consumers (Liu et al., 2021).

According to Consumer Behavior Theory, the influence of beauty vloggers on consumer purchasing decisions is part of the stimulus–response process, where product vlog content acts as a stimulus that may or may not trigger a purchase. However, when the vlog is uninteresting or irrelevant to consumer needs, this influence becomes weak. This is due to other internal factors such as needs, preferences, and personal experiences that also influence purchasing decisions. These findings align with the results of studies from Gayatri & Widiati (2022) and Putra (2021), which indicate that the influence of beauty vloggers on purchasing decisions is significantly positive.

This study extends source credibility theory by providing empirical evidence that beauty vloggers exert a stronger influence on purchasing decisions than interactive promotional features such as live streaming. The findings indicate a shift in consumer behavior, where perceived authenticity and expertise of influencers outweigh real-time promotional exposure in driving purchase decisions on social commerce platforms.

#### 4. CONCLUSION

The research results indicate that content marketing, online customer reviews, and beauty vloggers have a positive and significant influence on purchasing decisions for Scarlett Whitening through TikTok Shop, while live streaming has a positive but insignificant influence. Attractive promotional content, credible customer reviews, and testimonials from vloggers who are considered authentic have been proven to encourage purchasing decisions. Conversely, live streaming that focuses too much on direct promotion without informative interaction tends to be less effective in influencing consumer purchasing interest. Therefore, it is recommended that companies optimize their content marketing and honest customer review strategies, as well as select beauty vloggers who have a positive image and high engagement. For live streaming, companies need to improve presentation quality by featuring communicative hosts, clearly demonstrating products, and creating more educational and convincing interactions. This study has several limitations that should be considered when interpreting the results. First, the research sample was limited to active students at Muhammadiyah University Purwokerto, which may restrict the generalizability of the findings to broader consumer groups with different demographic and behavioral characteristics. Second, this study focused solely on Scarlett Whitening products and the TikTok Shop platform, so the results may not fully represent purchasing behavior for other beauty brands or e-commerce platforms. Additionally, the data were collected using self-reported questionnaires, which may be subject to response bias. Based on these limitations, future research is recommended to expand the sample to include more diverse demographic groups, such as non-student consumers or different age segments, to enhance the generalizability of the findings. Further studies may also incorporate additional variables, such as brand trust, perceived value, or influencer credibility, as well as explore other digital platforms or product categories. Moreover, the use of mixed methods or longitudinal approaches could provide deeper insights into consumer purchasing behavior and the long-term effectiveness of digital marketing strategies.

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