

THE INFLUENCE OF BRAND RECALL, CELEBRITY ENDORSEMENT, AND LIVE STREAMING ON PURCHASE DECISIONS

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Abstract

The rapid expansion of social commerce and the widespread adoption of digital marketing transformed consumer purchasing behaviour within the beauty industry. TikTok became a prominent platform through which consumers discovered products, evaluated promotional content, and completed online purchases. The increasing popularity of skincare products among Generation Z highlighted the importance of examining the marketing factors influencing consumer purchase decisions. This study aimed to analyse the effects of brand recall, celebrity endorsement, and live streaming on purchase decision regarding Glad2Glow products among Generation Z TikTok users in Denpasar City. A quantitative approach with an associative research design was employed. The study involved 100 respondents selected through purposive sampling. Primary data were collected using a structured questionnaire measured on a five-point Likert scale and were analysed through multiple linear regression using SPSS. The measurement instrument satisfied the validity and reliability requirements, while the regression model fulfilled the assumptions of normality, multicollinearity, and heteroscedasticity. The findings revealed that brand recall, celebrity endorsement, and live streaming each exerted a positive and statistically significant influence on purchase decision. Celebrity endorsement emerged as the strongest predictor, followed by live streaming and brand recall. Collectively, the independent variables explained 48.3% of the variation in consumers' purchase decisions.

Keywords: Purchase Decision, Brand Recall, Celebrity Endorsement, Live Streaming, TikTok.

INTRODUCTION

The proliferation of digital technologies has profoundly reconfigured contemporary consumer purchasing behaviour by enabling brands to cultivate communication, interaction, and persuasive influence through increasingly sophisticated online ecosystems. Social media has emerged as a dominant commercial and communicative landscape, encompassing approximately 5.24 billion user identities worldwide in early 2025 and recording annual growth of 4.1 percent (DataReportal, 2025). This remarkable expansion has substantially altered the manner in which consumers acquire information, scrutinise product alternatives, assess perceived value, and ultimately formulate purchasing decisions. Within this broader transformation, the beauty and personal care industry has experienced considerable market expansion, with its global value projected to reach USD 639.47 billion in 2025 (Precedence

Research, 2025). The inherently visual nature of beauty products renders the sector particularly receptive to digital marketing, as consumers increasingly depend on product demonstrations, online reviews, instructional content, and peer or influencer recommendations before committing to a purchase. Indonesia's expanding skincare consumption reflects shifting lifestyle orientations, pervasive exposure to beauty-related digital content, and heightened consumer consciousness regarding personal appearance and skincare routines (Nawiyah et al., 2023).

These developments have intensified competitive pressures among beauty brands, compelling companies to devise increasingly strategic approaches for capturing consumer attention within crowded digital environments. TikTok has consequently assumed considerable importance because its short-form video architecture, live-streaming functionality, and integrated social-commerce infrastructure enable consumers to discover, assess, and purchase products within a relatively seamless digital ecosystem. Indonesia recorded approximately 194.37 million TikTok users in July 2025, positioning the country among the platform's most substantial global user markets (Dataloka.id, 2025). This demographic scale underscores TikTok's growing significance as a digital marketing ecosystem capable of shaping contemporary consumer perceptions, evaluations, and purchasing behaviour.

The contemporary beauty industry has become increasingly dependent on sophisticated digital marketing mechanisms that shape the ways consumers identify, interpret, compare, and ultimately select particular products. Within this environment, brand recall denotes the consumer's capacity to retrieve or recognise a brand when confronted with a relevant product category or a prospective purchasing situation. Celebrity endorsement, meanwhile, constitutes a persuasive communication strategy in which public figures are utilised to convey promotional messages and shape consumer evaluations through perceived credibility, attractiveness, expertise, and compatibility with the endorsed product. Live streaming introduces a more immersive form of digital marketing by facilitating instantaneous communication, real-time product demonstrations, direct responses to consumer enquiries, and strategically timed promotional incentives.

Consumer Behaviour Theory posits that individuals are exposed to various marketing stimuli, cognitively process available information, assess competing alternatives, and subsequently develop behavioural responses before arriving at a purchase decision (Kotler & Armstrong, 2018:150). Brand recall may increase the likelihood of a particular brand entering the consumer's consideration set during the evaluation process. Celebrity endorsement may shape consumer perceptions through the symbolic transfer of the endorser's credibility, attractiveness, and associated meanings to the promoted product. Live streaming may alleviate informational uncertainty by enabling consumers to observe product demonstrations and engage directly with sellers or presenters in real time. Brand recall primarily operates through

cognitive memory, celebrity endorsement through persuasive social influence, and live streaming through immediacy, interactivity, and experiential engagement. Purchase decision therefore constitutes a consequential behavioural outcome for assessing whether digital marketing stimuli are successfully translated into actual consumer action.

Under ideal marketing conditions, promotional initiatives are expected to cultivate durable brand associations, establish credible connections between celebrities and endorsed products, and facilitate interactive communication capable of converting consumer interest into completed transactions. Consumers would ideally be able to retrieve a brand from memory when encountering a relevant product category, develop favourable perceptions of associated celebrity endorsers, and obtain sufficiently persuasive information through live-streaming interactions before reaching a purchasing decision. Empirical reality, however, indicates that extensive promotional exposure does not invariably translate into commensurate levels of brand recall, audience engagement, or actual purchasing behaviour.

A preliminary survey of TikTok users in Denpasar revealed a discrepancy between promotional exposure and actual consumer responses. Although 75 percent of respondents recalled Glad2Glow and 85 percent encountered celebrity promotions and live-streaming content, only 55 percent expressed purchase interest. This disparity suggests that exposure, awareness, and engagement do not necessarily culminate in purchasing behaviour. Divergent engagement levels among different celebrity endorsers further indicate that promotional effectiveness may vary considerably despite representing the same brand. This phenomenon demonstrates that the effectiveness of digital marketing cannot be adequately evaluated through exposure, awareness, or engagement metrics alone. These findings underscore the need for empirical investigation into whether brand recall, celebrity endorsement, and live streaming significantly influence Glad2Glow purchase decisions.

Glad2Glow represents a compelling research object owing to its substantial visibility within Indonesia's rapidly evolving beauty and social-commerce landscape. Manufactured by Guangzhou DAAI Cosmetic Manufacture Co., Ltd and distributed nationally by PT Suntone Wisdom Indonesia since 2022, the brand has progressively broadened its portfolio to include makeup and bodycare products, reflecting its responsiveness to shifting consumer preferences and intensifying market competition (Fani & Kusumasari, 2025). Glad2Glow has also established a considerable digital presence on TikTok, with its official account reportedly attracting approximately 3.1 million followers. Kalodata.com (2025) identified the brand as the highest-revenue performer among selected beauty brands on TikTok Shop, generating approximately Rp97.90 billion from 1.68 million units sold during the relevant three-month period. Although this performance demonstrates substantial market traction and commercial competitiveness, strong sales figures do not necessarily indicate that every consumer

exposed to Glad2Glow's promotional activities will remember the brand, trust its celebrity endorsers, or ultimately proceed to purchase its products (Figure 1).

Figure 1. Glad2Glow's Live Streaming Performance on TikTok



Source: Kalodata.com, (2026)

Empirical evidence from previous studies has likewise revealed considerable inconsistency concerning the relationship between digital marketing variables and consumer purchase decisions. Marsudin and Marbun (2023) established that brand recall exerted a positive and significant influence on purchase decisions, whereas Sianipar and Fitri (2025) reported a positive relationship between celebrity endorsement and consumer purchasing behaviour. Contrastingly, Ghautsiyyah and Rahayu (2025) found that live streaming did not exert a direct influence on purchase decisions, while Claudia and Sofiani (2016) identified an insignificant effect associated with brand recall. These divergent empirical outcomes underscore the importance of examining digital marketing relationships within a clearly defined product, platform, geographical, and consumer context.

Research on this subject is increasingly significant as beauty brands navigate highly competitive digital marketplaces in which consumers are persistently exposed to competing products and persuasive promotional stimuli. Examining the effectiveness of specific digital marketing variables enables companies to formulate more discerning strategies rather than relying solely on follower counts, views, engagement metrics, or sales outcomes. Academically, this study extends empirical understanding of Consumer Behaviour Theory by examining how cognitive brand memory, social influence, and interactive communication collectively shape purchase decisions, while enriching scholarship on TikTok-based social commerce among Generation Z consumers. From a practical perspective, the findings may assist Glad2Glow in assessing whether brand recall, celebrity endorsement, and live streaming effectively translate promotional exposure into purchasing behaviour, while informing decisions concerning brand communication, endorser selection, content development, and live-streaming strategies. Neglecting these relationships may result in inefficient promotional expenditure and marketing activities that generate substantial engagement without producing corresponding commercial outcomes. The study therefore offers a stronger

empirical foundation for evidence-based digital marketing strategies and may provide broader insights for beauty brands seeking to optimise consumer engagement and promotional resource allocation within social-commerce environments.

Research into this subject is particularly significant as beauty brands compete within saturated digital marketplaces where consumers are continually exposed to competing products and persuasive promotional stimuli. Examining the effectiveness of specific digital marketing variables enables companies to develop more discerning strategies beyond reliance on follower counts, views, engagement metrics, or sales outcomes. Academically, this study extends Consumer Behaviour Theory by examining how cognitive brand memory, interpersonal influence, and interactive communication collectively shape purchase decisions, while enriching scholarship on TikTok-based social commerce among Generation Z consumers. Practically, the findings may assist Glad2Glow in determining whether brand recall, celebrity endorsement, and live streaming effectively convert promotional exposure into purchasing behaviour and inform more strategic decisions regarding communication, endorser selection, content development, and live-streaming execution. Accordingly, this study investigates the influence of brand recall, celebrity endorsement, and live streaming on Glad2Glow purchase decisions among Generation Z TikTok users in Denpasar City. The findings are expected to strengthen theoretical understanding and provide empirically grounded recommendations for more strategically calibrated digital marketing practices.

RESEARCH METHOD

This research adopted a quantitative methodological framework to empirically investigate the relationships among brand recall, celebrity endorsement, live streaming, and purchase decisions. A quantitative approach was deemed appropriate because the study operationalised the relationships between research variables through numerical data obtained directly from respondents. The research employed an associative design to determine whether the proposed independent variables exerted statistically significant influences on the dependent variable. Brand recall, celebrity endorsement, and live streaming were designated as independent variables, whereas purchase decision served as the dependent variable. This methodological configuration enabled the proposed relationships to be examined objectively through systematic statistical procedures and hypothesis testing (Sugiyono, 2023:65).

The research focused on Generation Z consumers domiciled in Denpasar City who actively use TikTok and have purchased Glad2Glow products within the last six months. This demographic was selected because Generation Z demonstrates extensive interaction with digital platforms and considerable exposure to social-commerce marketing practices. The target population comprised individuals whose characteristics corresponded with the substantive objectives and variables examined in this research. Defining the population according to these criteria was necessary to ensure that the

collected information reflected consumers with relevant experiences concerning TikTok-based promotional activities. Primary information was obtained through an online and offline questionnaire administered to individuals who fulfilled the predetermined eligibility criteria.

Respondents were selected through a non-probability sampling approach using purposive sampling, whereby participation was determined according to specific characteristics aligned with the research objectives. Eligible respondents were required to belong to Generation Z, reside in Denpasar City, use TikTok, and have purchased Glad2Glow products within the last six months. Participants were additionally required to have encountered promotional activities associated with Glad2Glow, including brand-related content, celebrity endorsements, or live-streaming promotions. The study involved 100 respondents, with the sample size determined by multiplying ten by the total number of research indicators. This sampling procedure was considered appropriate because the selected respondents possessed characteristics directly relevant to the phenomena and relationships examined in the study (Sugiyono:2023:138).

The research utilised primary data gathered through a structured questionnaire comprising statements designed to represent the indicators of each research variable. Respondents' perceptions were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. Brand recall was operationalised using four indicators: consumer's ability to remember the advertised brand, top-of-mind awareness, the association between the brand and its advertisements in memory, and unaided recall. Celebrity endorsement was assessed through consumer perceptions of the endorser's credibility, attractiveness, expertise, and congruence with the promoted Glad2Glow products. Live streaming was measured through dimensions involving attractiveness, trustworthiness, expertise, purchase convenience.

Purchase decisions were operationalised using four indicators: product purchase, brand purchase, purchase channel selection, and confidence in the selected product.. The questionnaire items were formulated by referring to established theoretical perspectives and empirical studies concerning digital marketing and consumer behaviour. Each statement was constructed using clear and comprehensible wording to minimise interpretative ambiguity and promote consistent responses among participants. The questionnaire was distributed through both offline and online channels during the designated data collection period. Completed questionnaires were subsequently screened to verify their completeness and compliance with the predetermined requirements before proceeding to statistical analysis..

RESULT AND DISCUSSION

Overview of the Research Location and Scope of the Study Area

Glad2Glow has emerged as one of Indonesia's rapidly growing beauty brands, strengthening its market presence through extensive digital marketing and social-commerce activities. The brand is manufactured by Guangzhou DAAI Cosmetic Manufacture Co., Ltd and has been officially distributed in Indonesia by PT Suntone Wisdom Indonesia since 2022 (Fani & Kusumasari, 2025). Its product portfolio comprises skincare and makeup categories, including facial cleansers, toners, serums, moisturisers, sunscreens, facial masks, cushions, foundations, lip serums, and powders. Product prices generally range from IDR 20,000 to IDR 100,000, making Glad2Glow accessible to adolescents and young adults who represent an important segment of Indonesia's beauty market. Rapid market expansion and increasing consumer acceptance have established Glad2Glow as a relevant research object within Indonesia's evolving digital beauty industry (Krey & Dananjaya, 2024).

Glad2Glow distributes its products through integrated online and offline retail channels while placing considerable emphasis on digital marketing, particularly through TikTok. Promotional activities include short-form video content, influencer collaborations, and live-streaming sessions that facilitate direct interaction with potential consumers. The official TikTok account of Glad2Glow Indonesia (@glad2glow_id) has reportedly attracted approximately 3.1 million followers, indicating substantial consumer engagement and brand visibility across social-media platforms. Extensive digital exposure provides an appropriate context for examining the influence of brand recall, celebrity endorsement, and live streaming on consumer purchase decisions. These characteristics make TikTok an appropriate platform for investigating digital marketing effectiveness within the beauty industry.

The research was conducted in Denpasar City, Bali, focusing on Generation Z consumers who actively use TikTok and have previously purchased Glad2Glow products. Denpasar was selected because it represents Bali's economic and commercial centre, characterised by widespread internet accessibility and intensive social-media utilisation. Generation Z was chosen because this demographic frequently interacts with beauty-related digital content, celebrity endorsements, and live-streaming commerce. Respondents were required to satisfy predetermined eligibility criteria, including residence in Denpasar City, active TikTok usage, familiarity with Glad2Glow products, and previous purchasing experience. These characteristics ensure that the collected data appropriately reflect consumer responses to digital marketing activities within TikTok's social-commerce ecosystem.

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Description	Number (persons)	Percentage (%)
Gender	Male	19	19.0
	Female	81	81.0
Age	14-20 years	27	27.0
	21-29 years	73	73.0
Educational attainment	Junior High School	6	6.0
	Senior High School/Vocational School	74	74.0
	Diploma (D1/D2/D3)	3	3.0
	Bachelor's Degree	17	17.0
	Postgraduate Degree	-	-
Occupation	Student	88	88.0
	Employee	5	5.0
	Entrepreneur	4	4.0
	Others (Fresh Graduate)	3	3.0
Monthly income	< IDR 1,000,000	53	53.0
	IDR 1,000,000 - IDR 3,000,000	33	33.0
	IDR 3,000,001 - IDR 5,000,000	9	9.0
	> IDR 5,000,000	5	5.0

Source: Processed Data, 2026

The table above shows that the respondents in this study comprised 100 TikTok users residing in Denpasar City who had purchased Glad2Glow products within the previous six months. Female respondents predominated the sample, accounting for 81 individuals (81.0%), while male respondents represented 19 individuals (19.0%). Most participants were between 21 and 29 years of age, totalling 73 respondents (73.0%), whereas 27 respondents (27.0%) belonged to the 14–20-year age group. Educational attainment was dominated by senior high school or vocational school graduates with 74 respondents (74.0%), followed by bachelor's degree holders with 17 respondents (17.0%), junior high school graduates with 6 respondents (6.0%), and diploma graduates with 3 respondents (3.0%). These demographic characteristics indicate that Glad2Glow primarily attracts young consumers who actively engage with digital platforms and frequently encounter beauty-related promotional content through TikTok.

Occupational characteristics reveal that students constituted the largest respondent group, representing 88 individuals (88.0%), followed by employees with 5 respondents (5.0%), entrepreneurs with 4 respondents (4.0%), and fresh graduates with 3 respondents (3.0%). Monthly income was predominantly below IDR 1,000,000, accounting for 53 respondents (53.0%), while 33 respondents (33.0%) reported incomes between IDR 1,000,000 and IDR 3,000,000. Respondents earning between IDR 3,000,001 and IDR 5,000,000 totalled 9 individuals (9.0%), whereas only 5 respondents (5.0%) reported monthly incomes exceeding IDR 5,000,000. These characteristics

suggest that Glad2Glow is primarily purchased by young consumers with relatively modest purchasing power who seek affordable skincare products. Consumer preferences within this segment are likely influenced by product accessibility, competitive pricing, and intensive promotional exposure through TikTok, including celebrity endorsement and live-streaming activities.

Description of Research Variable Data

The descriptive analysis summarises respondents' evaluations of each questionnaire item measured using a five-point Likert scale. Mean scores were subsequently interpreted according to predetermined class intervals established using Sugiyono's classification procedure, allowing respondents' perceptions to be categorised from very low to very high. This preliminary analysis provides a comprehensive overview of respondents' assessments of brand recall, celebrity endorsement, live streaming, and purchase decision before inferential statistical analysis and hypothesis testing were undertaken.

a) Brand Recall (X_1)

The descriptive findings reveal that the brand recall variable attained an overall mean score of 4.15, indicating a high level of consumer brand remembrance. This result suggests that respondents demonstrated a strong capacity to recognise and retrieve Glad2Glow from memory after encountering promotional communications. The highest mean score (4.25) was observed for the indicator measuring consumers' ability to remember advertised brands, implying that repeated promotional exposure substantially reinforced brand memorability. Conversely, the lowest mean score (4.03) was associated with top-of-mind awareness, indicating that Glad2Glow has not yet consistently occupied the foremost position in consumers' spontaneous brand recall despite maintaining a favourable level of recognition.

b) Celebrity Endorsement (X_2)

The celebrity endorsement variable recorded an overall mean score of 4.15, reflecting respondents' favourable perceptions of the brand's endorsement strategy. The attractiveness dimension achieved the highest mean score (4.22), suggesting that the celebrity endorser's physical appeal and public image effectively captured consumers' attention towards Glad2Glow promotional content. This finding indicates that an appealing celebrity figure may strengthen promotional effectiveness by increasing audience interest and engagement. The trustworthiness dimension produced the lowest mean score (4.04), implying that respondents exhibited differing degrees of confidence in endorsement messages, although their overall evaluation remained within the favourable category.

c) Live Streaming (X_3)

The live-streaming variable achieved an overall mean score of 4.28, placing it within the very high category and indicating highly favourable consumer evaluations. The purchase convenience dimension obtained the highest mean score (4.41), demonstrating that respondents perceived TikTok live-streaming sessions as facilitating a seamless and efficient purchasing experience. Such a finding suggests that integrated shopping features and real-time product demonstrations substantially enhance transactional convenience. The trustworthiness dimension generated the lowest mean score (4.19), indicating that respondents continued to exercise discernment when evaluating information presented during live-streaming sessions despite expressing generally positive perceptions.

d) Purchase Decision (Y)

The purchase decision variable attained an overall mean score of 4.16, reflecting a high propensity among respondents to purchase Glad2Glow products. The highest mean score (4.29) was recorded for the indicator representing confidence in product selection, suggesting that respondents exhibited considerable assurance when choosing Glad2Glow after receiving promotional information. Continuous exposure to digital marketing content appears to have reinforced consumer confidence throughout the purchasing process. The brand purchase indicator recorded the lowest mean score (3.91), indicating that respondents continued to evaluate competing skincare alternatives before reaching their final purchasing decisions despite expressing favourable perceptions of Glad2Glow.

Results of Data Analysis

Classical assumption test

Classical assumption testing was undertaken to ascertain whether the multiple linear regression model fulfilled the fundamental statistical assumptions required for dependable interpretation. The diagnostic evaluation comprised normality, multicollinearity, and heteroscedasticity assessments prior to estimating the regression equation. Compliance with these assumptions indicates that the regression estimates are statistically sound and suitable for subsequent hypothesis testing.

1) Normality Test

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)	0.200

Source: Processed Data, 2026

The normality assessment was performed using the Kolmogorov–Smirnov test, which generated an Asymp. Sig. value of 0.200, exceeding the prescribed significance level of 0.05. This outcome demonstrates that the regression residuals follow an approximately normal distribution. Fulfilment of the normality assumption confirms that the regression model is appropriate for further statistical estimation and hypothesis testing.

2) Multicollinearity Test

Table 3. Multicollinearity Test Results

Independent variable	Tolerance	VIF
Brand Recall	0.728	1.374
Celebrity Endorsement	0.607	1.646
Live Streaming	0.567	1.765

Source: Processed Data, 2026

The multicollinearity assessment revealed that every independent variable recorded a tolerance value greater than 0.10 alongside a Variance Inflation Factor (VIF) below the recommended threshold of 10. These results indicate the absence of excessive linear association among brand recall, celebrity endorsement, and live streaming. Such findings confirm that each explanatory variable contributes distinct information to the regression model without introducing multicollinearity concerns.

3) Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Independent variable	t	Sig.
Brand Recall	-1.606	0.112
Celebrity Endorsement	-0.114	0.909
Live Streaming	0.306	0.760

Source: Processed Data, 2026

The heteroscedasticity assessment was conducted using the Glejser procedure, revealing significance values exceeding 0.05 for all independent variables. This result indicates that the residual variance remains relatively homogeneous across the observed data. Fulfilment of this assumption confirms that heteroscedasticity is not present, indicating that the regression model provides consistent parameter estimates and is appropriate for subsequent analytical procedures.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Results

Independent variable	B	t	Sig.
Constant	2.121	1.363	0.176
Brand Recall	0.252	2.872	0.005
Celebrity Endorsement	0.315	3.395	0.001
Live Streaming	0.299	2.839	0.006

Source: Processed Data, 2026

The multiple linear regression analysis generated the following empirical regression model:

$$Y = 2.121 + 0.252X_1 + 0.315X_2 + 0.299X_3$$

The estimated regression equation demonstrates that each independent variable exerts a positive contribution to consumers' purchase decisions regarding Glad2Glow products. Celebrity endorsement exhibits the strongest predictive effect, reflected by the highest regression coefficient ($\beta = 0.315$), followed by live streaming ($\beta = 0.299$) and brand recall ($\beta = 0.252$). These coefficients indicate that an improvement in any explanatory variable is accompanied by a corresponding increase in purchase decision, assuming the remaining variables remain constant. The magnitude of the coefficients further suggests that strengthening celebrity endorsement strategies is likely to generate the greatest incremental influence on consumers' purchasing decisions, followed by the enhancement of live-streaming activities and brand recall initiatives. Collectively, the regression model provides empirical evidence that brand recall, celebrity endorsement, and live streaming contribute positively to shaping purchase decisions among Generation Z TikTok users in Denpasar City.

Hypothesis Testing

1) Simultaneous Significance Test (F-Test)

Table 6. F-Test Results

Model	F	Sig.
Regression	29.924	0.000

Source: Processed Data, 2026

The F-test produced an F-value of 29.924 with a significance value of 0.000, which is below the 0.05 threshold. This result demonstrates that the regression model is statistically significant and suitable for hypothesis testing. Brand recall, celebrity endorsement, and live streaming collectively exert a significant influence on purchase decisions for Glad2Glow products.

2) Partial Significance Test (t-Test)

Table 7. t-Test Results

Independent Variable	B	t	Sig.
Constant	2.121	1.363	0.176
Brand Recall	0.252	2.872	0.005
Celebrity Endorsement	0.315	3.395	0.001
Live Streaming	0.299	2.839	0.006

Source: Processed Data, 2026

a. Effect of Brand Recall on Purchase Decision (H1)

The first hypothesis proposes that brand recall positively influences purchase decision. Table 7 shows a significance value of 0.005, which is lower than 0.05, accompanied by a positive regression coefficient of 0.252. These findings indicate that H1 is accepted, confirming that stronger brand

recall significantly enhances consumers' purchase decisions regarding Glad2Glow products.

b. Effect of Celebrity Endorsement on Purchase Decision (H2)

The second hypothesis proposes that celebrity endorsement positively influences purchase decision. The significance value of 0.001 is below the required threshold of 0.05, while the regression coefficient remains positive at 0.315. These results confirm that H2 is accepted, indicating that effective celebrity endorsement significantly strengthens consumers' purchasing decisions.

c. Effect of Live Streaming on Purchase Decision (H3)

The third hypothesis proposes that live streaming positively influences purchase decision. Table 7 reports a significance value of 0.006, which is below 0.05, together with a positive regression coefficient of 0.299. These findings support H3, demonstrating that live-streaming activities significantly encourage consumers to purchase Glad2Glow products.

3) Coefficient of Determination (R^2)

Table 8. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square
1	0.695	0.483	0.467

Source: Processed Data, 2026

The coefficient of determination indicates that the regression model explains 48.3% of the variation in purchase decisions, as reflected by an R Square value of 0.483. The remaining 51.7% is attributable to other variables beyond the scope of this research. The Adjusted R Square value of 0.467 further demonstrates that the model retains a moderate explanatory capability after accounting for the number of independent variables included in the analysis. These findings suggest that brand recall, celebrity endorsement, and live streaming provide meaningful contributions to explaining consumers' purchase decisions toward Glad2Glow products while recognising the influence of additional external factors.

Discussion of Research Results

The Effect of Brand Recall on Purchase Decision

Consumer behaviour theory, particularly the buyer's black box concept proposed by Kotler and Armstrong (2018), postulates that marketing stimuli are cognitively processed before culminating in purchasing behaviour. Brand recall constitutes one of the principal cognitive outcomes generated through repeated promotional exposure, enabling consumers to retrieve a brand more readily when confronted with purchase alternatives. The empirical findings of this study demonstrate that brand recall exerts a positive and statistically significant influence on purchase

decision among TikTok users in Denpasar City. Consumers who exhibit stronger recollection of the Glad2Glow brand are more inclined to include the brand in their consideration set, thereby increasing the likelihood of completing a purchase. Recurrent exposure to promotional content through TikTok appears to reinforce memory associations, facilitating quicker recognition and greater confidence during product evaluation.

The present findings corroborate those reported by Marsudin and Marbun (2023), who established that brand recall significantly enhances purchase decision. Similar evidence was presented by Khurram et al., (2018), demonstrating that brands occupying consumers' memory are substantially more likely to be selected during actual purchasing behaviour. Likewise, Canoz et al., (2025) concluded that continuous promotional exposure on TikTok effectively strengthens brand recall and subsequently encourages purchasing behaviour. Collectively, these studies substantiate the proposition that robust brand memory serves as an influential determinant of consumer purchase decision within highly competitive digital marketplace environments.

The Effect of Celebrity Endorsement on Purchase Decision

Within the framework of consumer behaviour theory, celebrity endorsement functions as an external marketing stimulus capable of shaping consumer perceptions before purchase decisions are formulated. Beyond attracting attention, celebrity endorsers facilitate the formation of favourable evaluations through perceived credibility, attractiveness, expertise, and congruence with the endorsed product. The findings of this study reveal that celebrity endorsement exerts a positive and statistically significant effect on purchase decision for Glad2Glow products among TikTok users in Denpasar City. Consumers demonstrate greater confidence in purchasing decisions when promotional messages are communicated by public figures possessing favourable reputations and strong alignment with beauty-related products.

These findings are consistent with the empirical evidence reported by Ningrum and Ahmadi (2024), Br Sembiring and Meutia (2025), and Yudha and Sudiksa (2018), all of whom identified a positive and significant relationship between celebrity endorsement and purchase decision. Comparable conclusions were also reached by Saifudin et al., (2025) and Devi and Seminari (2024), indicating that celebrity endorsement substantially enhances consumers' purchasing intentions through the establishment of positive product perceptions. Accordingly, celebrity endorsement remains an effective promotional strategy for influencing consumer purchasing behaviour within digital marketing ecosystems.

The Effect of Live Streaming on Purchase Decision

Consumer behaviour theory suggests that purchasing decisions emerge after consumers cognitively evaluate marketing information received through various

communication channels. Live streaming has evolved into a highly interactive promotional medium that enables consumers to obtain immediate product information, observe product demonstrations, and communicate directly with sellers before making purchasing decisions. The results of this study indicate that live streaming has a positive and statistically significant influence on purchase decision among TikTok users in Denpasar City. Real-time interaction, comprehensive product explanations, and integrated purchasing facilities collectively reduce consumers' uncertainty and strengthen their confidence throughout the decision-making process.

The findings are congruent with those reported by Rahayu et al., (2025), Maulana et al., (2025), and Octavia and Yusrin (2025), who likewise demonstrated that live streaming significantly improves purchase decision. Comparable evidence was presented by Hibban et al., (2025) and Besli et al., (2025), who concluded that real-time communication and transparent product demonstrations substantially increase consumers' willingness to complete online purchases. These consistent findings underscore the strategic role of live streaming as an increasingly influential digital marketing instrument capable of stimulating consumer purchase decisions within contemporary e-commerce platforms.

CONCLUSION

Based on the empirical findings and the discussion presented in this study, the following conclusions can be drawn:

1. Brand recall reflects consumers' ability to recognise and retrieve the Glad2Glow brand from memory when considering skincare products. Repeated exposure to promotional content distributed through TikTok strengthens consumers' memory associations, increasing the likelihood that the brand will be included in their purchase considerations. Higher levels of brand recall are therefore associated with stronger purchase decisions.
2. Celebrity endorsement represents consumers' positive evaluation of the credibility, attractiveness, expertise, and congruence of public figures promoting Glad2Glow products. Endorsers who possess favourable personal reputations and align with the product image enhance consumer confidence throughout the purchasing process. Consequently, more effective celebrity endorsement contributes to stronger purchase decisions.
3. Live streaming reflects consumers' perceptions of real-time product demonstrations, interactive communication, and purchasing convenience provided through TikTok. Immediate access to product information and integrated purchasing features reduces uncertainty while facilitating more informed purchasing behaviour. Greater effectiveness of live-streaming activities is therefore associated with improved purchase decisions.

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