The Impact of Influencer Credibility on Impulsive Buying: The Mediating Roles of Customer Trust and Product Fit (Evidence from Skintific Customers in Indonesia)

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Abstract

The digital transformation of commerce has fundamentally altered consumer behavior, particularly through the emergence of live streaming shopping, which combines entertainment with real-time purchasing opportunities. This research aims to examine the impact of influencer credibility on impulsive buying behavior, with the mediating roles of customer trust and product fit among Skintific customers in Indonesia. The study employs a quantitative correlational design using survey data collected from 253 active Instagram users who have experienced live streaming shopping and made impulsive purchases of Skintific products. Respondents were selected through purposive sampling based on specific criteria, including experience with live streaming shopping, active Instagram usage, and following at least one beauty influencer. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test both direct and mediating effects. The results indicate that influencer credibility has a significant positive impact on impulsive buying, and this effect is strengthened when mediated by customer trust and product fit. Customer trust enhances consumers' confidence in influencers' recommendations, while product fit ensures alignment between promoted products and consumer needs, further encouraging spontaneous purchases. These findings highlight the crucial role of influencer marketing strategies in shaping consumer behavior in the context of live streaming commerce. The research contributes theoretically by enriching the literature on digital consumer behavior and provides practical insights for brands and marketers to design more effective influencer-based promotional strategies.

Keywords: influencer credibility; impulsive buying; customer trust; product fit; live streaming shopping; Skintific; Indonesia

INTRODUCTION

Live streaming shopping has emerged as a transformative global phenomenon that revolutionizes digital commerce by integrating real-time interaction with immediate purchasing capabilities. This innovation originated in China through platforms such as *Taobao Live* and *Douyin/TikTok*, generating transactions worth over USD 562.62 billion in 2023 and projected to reach USD 843.93 billion by 2025 (Vogue Business, 2024; eMarketer, 2023). The phenomenon has rapidly expanded across international markets, fundamentally reshaping consumer behavior and digital marketing strategies worldwide.

The Indonesian market represents one of the most promising landscapes for live streaming commerce, driven by substantial population demographics and accelerating internet penetration rates. According to the Indonesian Internet Service Providers Association (APJII, 2024), internet users in Indonesia have reached 215.6 million people, representing 77.02% of the total population. PaymentsCMI (2024) reports that over 60% of Indonesian e-commerce users have engaged with live streaming shopping features, with social commerce and live commerce contributions to total e-commerce transactions expected to increase from less than 5% in 2022 to approximately 20%

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by 2025. *Shopee Live* emerges as the most popular platform, followed by *TikTok Live*, with significant participation from MSMEs across fashion, beauty-care-health, daily products, and lifestyle categories.

The live streaming shopping phenomenon is closely related to impulsive buying behavior. Impulse buying refers to unplanned purchases driven by sudden emotional impulses and limited rational control in the decision-making process (Burton et al., 2018). Globally, 84% of consumers admit to having made impulsive purchases, highlighting that such behavior is universal and reflects a consumption pattern driven not only by needs but also by desires (Statista, 2023). Within the digital context, this tendency is amplified by real-time interaction, limited-time promotions, and entertainment features embedded in live streaming.

In Indonesia, impulsive buying behavior demonstrates an exceptionally high prevalence within the live streaming shopping context. A comprehensive survey by Populix (2023) revealed that 83.19% of respondents frequently make impulsive purchases while watching live streaming shopping sessions, with primary triggers including attractive promotions, self-reward motivations, and opportunities to obtain desired products. Irbah et al. (2024) further demonstrated that live streaming exerts a positive and significant influence on impulsive buying, particularly for beauty products on *TikTok Shop*, highlighting the sector-specific impact of this phenomenon.

Although beneficial for sellers, the high level of impulsive buying also presents challenges such as the risk of overconsumption and unhealthy consumerist behavior (Tobias et al., 2022). Therefore, understanding the psychological, emotional, and social factors influencing impulsive buying decisions is essential. Previous research emphasizes that influencer credibility, consumer trust, and product congruence with buyer needs are key factors that stimulate impulsive behavior, although findings remain inconsistent across different contexts and methodologies.

Comprehensive analysis of existing literature reveals that influencer credibility significantly impacts consumer behavior through multiple pathways. Chen & Lin (2021) demonstrated that influencer expertise and trustworthiness directly influence purchase intentions, while Zhang et al. (2023) found that product congruence amplifies the effectiveness of influencer recommendations. Lou & Yuan (2019) established that engagement and credibility metrics outweigh follower count in determining influence effectiveness. However, research presents contradictory findings regarding the strength and directness of these relationships. For instance, Komal et al. (2024) found strong positive correlations between influencer credibility and impulsive buying, whereas Jelita & Rimiyati (2021) reported non-significant direct effects, suggesting that credibility operates through mediating mechanisms rather than direct influence. Similarly, Shamim & Azam (2024) demonstrated positive relationships in technology product contexts, while other studies in fashion and beauty sectors showed mixed results, indicating the need for context-specific analysis.

In addition to influencer credibility, product congruence with consumer needs and preferences also plays a critical role in driving digital impulsive purchases (Koay & Lim, 2024; Wang et al., 2023). Consumers are more likely to purchase products they perceive as aligned with their personal preferences or self-image. However, previous studies have shown mixed results

regarding the strength of the relationship between product congruence and impulsive buying, creating a research gap that requires further investigation.

Based on the comprehensive analysis above, this research aims to analyze the effect of influencer credibility on impulsive buying in the live streaming shopping environment, considering the mediating role of consumer trust and product congruence. Theoretically, this research is expected to enrich the literature on digital consumer behavior and live commerce-based marketing strategies. Practically, the results of this research can serve as a reference for MSME players and local brands in designing more effective, ethical, and appropriate promotional strategies for Indonesian consumers, including: (1) developing influencer selection criteria based on credibility metrics rather than follower count alone, (2) creating content strategies that emphasize product-consumer alignment, (3) implementing trust-building mechanisms through transparent communication and authentic product demonstrations, (4) designing targeted campaigns that leverage psychological triggers while maintaining ethical standards, and (5) establishing performance measurement frameworks that account for both immediate sales impact and long-term brand equity, thereby increasing competitiveness in the digital economy era.

METHOD

This research employed a quantitative design with a correlational approach to examine the relationships among variables. Data were collected through a survey by distributing questionnaires to respondents selected based on specific criteria. The variables included impulsive buying as the dependent variable, influencer credibility as the independent variable, and product congruence and trust as mediating variables.

The research focused on Indonesian consumers of the Skintific brand who had engaged in live streaming shopping. Instagram was selected as the primary platform due to its large user base and influence in digital marketing, particularly through influencers. The study was conducted over five months, encompassing instrument development, data collection, analysis, and reporting, following systematic research stages to ensure valid and reliable data.

The target population consisted of Skintific users in Indonesia who made impulsive purchases. Skintific's digital marketing strategies, including influencer endorsements and affiliate marketing, substantially contributed to its sales, with 32% of sales attributed to collaborations with affiliates and Key Opinion Leaders (KOLs), underscoring influencers' role in impulsive buying.

Sampling used a non-probability purposive approach to select respondents who met these criteria: (1) had watched live streaming shopping sessions and made impulsive purchases of Skintific products, (2) were active Instagram users (minimum three times per week), (3) followed at least one beauty influencer with at least 10,000 followers who promoted Skintific, and (4) were 18 years or older. While a minimum sample size of 50 was recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM), the study targeted 200–400 respondents to enhance validity.

Primary data were collected on impulsive buying, influencer credibility, product congruence, and trust using an online structured questionnaire developed from relevant indicators. The survey

was distributed via WhatsApp and Instagram using Google Forms to reach digital consumers efficiently and cost-effectively. The collected data were then analyzed quantitatively to test hypotheses and explore relationships among the research variables.

RESULT AND DISCUSSION

Respondent Overview

This research involved 253 active Instagram users who had watched live streaming shopping sessions and made impulsive purchases of Skintific products, with specific criteria including having watched a Skintific live streaming session and directly purchased impulsively, using Instagram at least three times a week, following at least one beauty influencer account, and being over 18 years old. The demographic distribution shows that the majority of respondents were from Generation Z, totaling 206 individuals (81.40%), followed by Millennials with 41 individuals (16.20%), and the remaining 6 individuals (2.40%) from other generations, indicating that live streaming shopping is dominated by younger consumers who are more familiar with digital technology. In terms of gender, female respondents dominated with 214 individuals (84.60%) compared to 39 males (15.40%), reflecting that impulsive buying behavior for beauty products, particularly Skintific, is more prevalent among women, consistent with its primary market segmentation. Regarding occupation, most respondents were private employees (121 individuals/47.80%), followed by civil servants or state-owned enterprise employees (49 individuals/19.40%), entrepreneurs (40 individuals/15.80%), university students (37 individuals/14.60%), and the remaining 2.40% consisting of professions such as teachers, military/police, and fresh graduates. From the perspective of income, most respondents belonged to the group earning one times the regional minimum wage (104 individuals/41.10%), followed by those earning twice the minimum wage (97 individuals/38.30%), three times the minimum wage (45 individuals/17.80%), and only 7 individuals (2.80%) earning above three times the minimum wage. These findings suggest that the majority of Skintific's consumers come from the middle-income segment, who, despite being price-conscious, are still driven to make impulsive purchases due to promotions and influencer credibility in live streaming shopping sessions.

Hypothesis Test Results

Parameter estimation plays an important role in this research because it provides in-depth insight into the relationship between the variables studied. Hypothesis testing is carried out by assessing probabilities and related statistics. In general, the commonly used significance level (α) is 5%, which is equivalent to a p-value of 0.05. In this research, hypothesis testing was carried out using the SmartPLS 3.0 device through the bootstrapping method. This allows researchers to assess the statistical significance of such coefficient pathways by calculating t-values and p-values. Thus, an understanding of the influence of exogenous variables on endogenous variables is obtained.
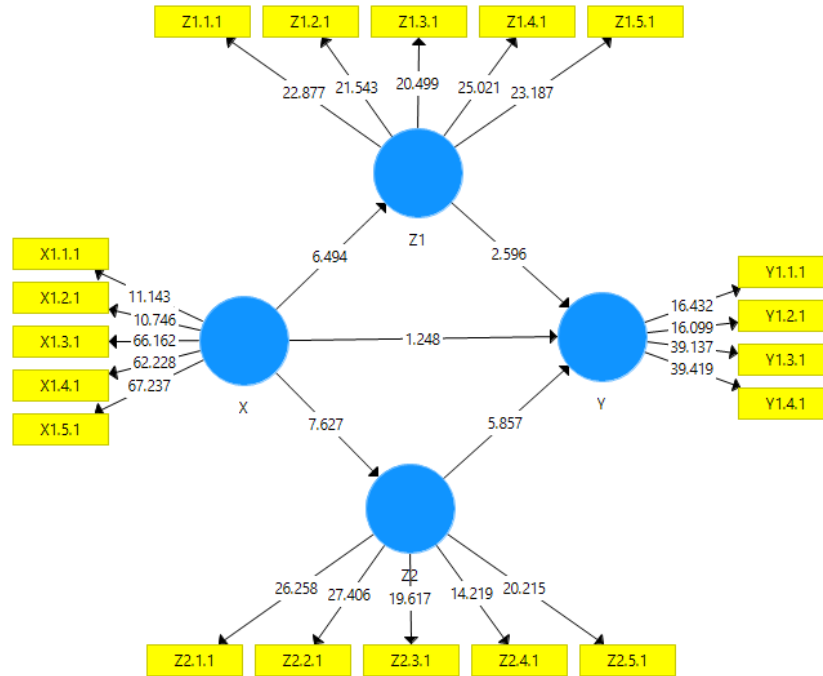
Figure 1. Boostroping Results of 253 Respondents

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Table 1. Bootstrapping Test Results

Variabel	Original Sample (O)	Sample Mean (M)	Standard Devitiaton (STDEV)	T statistic ((|O/STDEV|)	P-Value
Unintended Influence					
Influencer Credibility -> Impulse Buying	0,072	0,071	0,057	1,248	0,213
Influencer Credibility (X1) -> Trust (Z1)	0,578	0,567	0,089	6,494	0,000
Influencer Credibility (X1) - Product Suitability > (Z2)	0,611	0,601	0,080	7,627	0,000
Trust (Z1) -> Impulse Buying (Y1)	0,168	0,171	0,065	2,596	0,001
Product Suitability(Z2) - Impulse Purchase >(Y1)	0,514	0,509	0,088	5,875	0,000
Indirect Influence					
Influencer Credibility(X1) - >Trust(Z1) -> Impulse Buy(Y1)	0,097	0,97	0,041	2,734	0,018
Influencer Credibility (X1) -> Product Suitability (Z2)-> Impulse Purchase (Y1)	0,314	0,308	0,076	4,144	0,1000

Source: Data processed

H1: Influencer Credibility Has No Effect on Impulse Purchases

Based on the results of the analysis, a p-value of 0.213 and a t-statistic of 1.248 were obtained, where the p-value was > 0.05 and the t-statistic < 1.96. The original sample value showed a positive number of 0.072 which showed that the direction of the relationship between the influencer credibility variable and impulse purchases was positive. However, because the p-value is not significant, the hypothesis in this research is rejected. This means that the credibility of influencers does not have a direct effect on impulse purchases.

H2: Influencer Credibility Has a Direct Effect on Trust

Based on the results of the analysis, a p-value of 0.000 and a t-statistic of 6.494 were obtained, where the p-value was < 0.05 and the t-statistic was > 1.96. The original sample value of 0.578 shows a positive relationship between influencer credibility variables and trust. Thus, the hypothesis of this research is accepted. This means that the higher the credibility of the influencer, the more customer trust will increase.

H3: Influencer Credibility Directly Affects Product Suitability

Based on the results of the analysis, a p-value of 0.000 and a t-statistic of 7.627 were obtained, where the p-value was < 0.05 and the t-statistic was > 1.96. The original sample value of 0.611 shows that the relationship between influencer credibility and product suitability is positive. Thus, the hypothesis of this research is accepted. This means that the more credible an influencer is, the higher the perception of product suitability felt by customers.

H4: Trust Has a Direct Effect on Impulse Buying

Based on the results of the analysis, a p-value of 0.001 and a t-statistic of 2.596 were obtained, where the p-value was < 0.05 and the t-statistic > 1.96. The original sample value of 0.168 shows a positive relationship between the trust variable and impulse purchases. Thus, the hypothesis of this research is accepted. This means that the higher the level of customer trust, the more likely they are to make impulse purchases.

H5: Product Suitability Has a Direct Effect on Impulse Purchases

Based on the results of the analysis, a p-value of 0.000 and a t-statistic of 5.857 were obtained, where the p-value < 0.05 and the t-statistic > 1.96. The original sample value of 0.514 indicates that the direction of the relationship between product suitability and impulse purchase is positive. Thus, the hypothesis of this research is accepted. This means that the higher the level of conformity of the product with customer needs, the greater the tendency of customers to make impulse purchases.

H6: Trust Mediates the Influence of Influencers' Credibility on Impulse Purchases

Based on the results of the analysis, a p-value of 0.018 and a t-statistic of 2.734 were obtained, where the p-value was < 0.05 and the t-statistic > 1.96. The original sample value of 0.097 shows the direction of a positive relationship between influencer credibility and impulse purchases through trust. Thus, the hypothesis of this research is accepted. This means that influencer credibility has an indirect effect on impulse purchases through the mediation of customer trust. The more credible an influencer is, the higher the level of customer trust, which ultimately encourages customers to make impulse purchases.

H7: Product Suitability Mediates the Influence of Influencers' Credibility on Impulse Purchases

Based on the results of the analysis, a p-value of 0.000 and a t-statistic of 4.144 were obtained, where the p-value < 0.05 and the t-statistic > 1.96. The original sample value of 0.314 shows a positive relationship between influencer credibility and impulse purchases through product suitability. Thus, the hypothesis of this research is accepted. This means that influencer credibility has an indirect effect on impulse purchases through the mediation of product suitability. The higher the influencer's credibility, the greater the perception of product suitability, which then encourages impulse purchases.

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Discussion

The Effect of Product Suitability on Impulse Purchases

Influencer credibility in this research refers to the extent to which customers assess influencers to have expertise, trustworthiness, and attractiveness in promoting products. Impulse buying refers to the act of customers buying products spontaneously without prior planning. Based on the results of the analysis, it was found that influencer credibility did not have a significant effect on impulse purchases. The original sample value showed a positive relationship, but because it was not significant, the hypothesis was rejected. This means that the credibility of influencers is not directly able to encourage customers to make impulse purchases.

This finding is different from several previous studies that stated that influencer credibility can influence purchasing behavior, including impulse purchases. For example, research by Gunawan & Huarng (2015) and Djafarova & Trofimenko (2019) confirms that influencers with high credibility tend to be more able to influence audiences to buy products. However, the results of this research support the research of Jelita & Rimiyati (2021) which states that influencer credibility alone is not enough to trigger impulse purchases, because impulsive behavior is more often influenced by emotional conditions, price stimuli, or product suitability with customer needs.

Based on the indicators used, the influencer credibility variables have the dimensions of expertise, trustworthiness, and attractiveness. However, while trustworthiness indicators tend to have a good enough value, they are not strong enough to have a direct effect on impulse buying behavior. This can happen because impulse purchases are usually more influenced by situational factors such as promos, flash sales, or urgency created in live streaming sessions.

Additional interpretations of these results can also be seen from the characteristics of the respondents, where most of the respondents are customers who are used to shopping online and have been exposed to various promotional strategies. Interviews with several respondents showed that although they rated the influencers who promoted Skintific credible, their decision to buy spontaneously was more often triggered by the factor of attractive promos or limited stock than the credibility of the influencer itself. The practical implication of these results is that brands cannot rely solely on influencer credibility to drive impulse purchases but must combine them with promotional strategies based on urgency and product suitability.

The Influence of Influencer Credibility on Trust

The credibility of influencers in this research refers to the extent to which influencers are seen as having expertise, honesty, and attractiveness that can influence customer ratings. Meanwhile, trust refers to customer confidence in the reliability and integrity of influencers in conveying information. Based on the results of the analysis, it is shown that the credibility of influencers has a significant and positive effect on trust, so the hypothesis is accepted.

These findings are in line with research by Shamim et al. (2024) and Febriani et al. (2022) which shows that influencer credibility contributes significantly to increased customer trust. According to signaling theory, credibility serves as a positive signal that reduces information uncertainty and encourages customers to trust promotional messages (Shamim & Islam, 2022).

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This confirms that credible influencers are a source of information that customers can trust. Based on indicators, the dimensions of trustworthiness and expertise are the most dominant in increasing trust. Customers trust influencers who are considered honest and have expertise in the field that matches the product being promoted. Thus, although attractiveness also plays a role, honesty and competence are more decisive in the formation of customer trust.

Additional interpretation of the questionnaire results showed that respondents trusted influencers who consistently shared real experiences in using products, rather than just paid endorsements. The characteristics of the respondents also show that the young adult age group (18–30 years) is more critical in assessing credibility, so trust is only formed when the influencer really shows real evidence of product use. The implication is that brands need to choose influencers who are not only popular, but also truly credible and have a positive track record in promotion.

The Influence of Influencer Credibility on Product Suitability

Influencer credibility in this research refers to the influencer's expertise, honesty, and attractiveness, while product suitability refers to the extent to which customers assess the compatibility between the influencer and the product being promoted. Based on the results of the analysis, it was shown that the credibility of influencers had a positive and significant effect on product suitability, so the hypothesis was accepted.

These findings support the product-endorser fit theory (Kamins & Gupta, 1994), which states that the effectiveness of a promotion increases if there is alignment between the endorser and the product. Sokolova & Perez's (2021) research also found that credible influencers will strengthen the perception of product suitability in the eyes of customers. Thus, credibility is a key factor that magnifies the congruence between influencers and products. Customers consider products more relevant when promoted by influencers who are considered experts in the field, such as beauty influencers for skincare products. This confirms that credibility helps create a perception of product alignment with the influencer's identity.

Additional interpretations of the interviews show that customers tend to be more confident in Skintific products when promoted by influencers who often discuss skincare and have healthy skin as tangible evidence. The characteristics of respondents, the majority of whom are active users of social media, also confirm that they are more sensitive to the compatibility of products and influencers. The practical implication is that brands must choose influencers who are not only credible, but also relevant to the product category.

The Influence of Trust on Impulse Buying

Trust in this research refers to customer belief that influencers are honest, reliable, and have integrity in delivering promotions. Impulse buying refers to a purchase decision made without prior planning. The results of the analysis show that trust has a significant effect on impulse purchases, thus, the hypothesis is accepted. These results are in line with research by Lee et al. (2023) and Fadilah et al. (2022) who found that trust is able to encourage impulsive buyer behavior.

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According to Gefen et al. (2003), trust reduces risk perception in online transactions, thereby accelerating customers in making spontaneous purchase decisions.

Based on indicators, reliability and integrity are the dominant factors. Customers are more motivated to make impulse purchases when they feel that the influencers they follow are truly honest and consistent in providing information. This makes trust act as a psychological trigger that reduces customer doubt. The results of the interviews support this finding, where some respondents said that they were willing to buy products spontaneously because they believed the recommending influencer would not mislead them. The practical implication is that brands need to prioritize influencers who consistently maintain honesty and integrity, so that trust can be a bridge to increase impulse buying.

Effect of Product Suitability on Impulse Purchases

Product suitability in this research refers to the extent to which customers feel that the product being promoted is in accordance with their needs, self-image, and lifestyle. Impulse buying is a spontaneous purchase decision without planning. Based on the results of the analysis, product suitability has a significant effect on impulse purchases, the hypothesis is accepted. These results are consistent with the theory of self-congruity (Sirgy et al., 1997) which states that customers are more likely to buy products that fit their self-image. Research by Wang et al. (2023) also confirms that the perception of product suitability increases the likelihood of impulse purchases.

The results of the questionnaire showed that respondents tended to buy Skintific products spontaneously because they felt that they matched the recommendations given by the influencers. The characteristics of respondents, most of whom are users of skincare products, also support this finding. The practical implication is that brands must highlight the relevance of the product to the needs of the target customer so that the impulse buying tendency is higher.

The Influence of Influencer Credibility on Impulse Purchases through Trust

Influencer credibility in this research refers to the influencer's expertise, honesty, and appeal, while trust refers to customers' belief in influencers. Impulse buying is a buying decision made without prior planning. The results of the analysis show that trust mediates the influence of influencer credibility on impulse purchases, This shows a significant indirect influence.

These findings are consistent with research by Shamim & Azam (2024) which states that trust is an important mediator in the relationship between credibility and impulse buying. Credibility increases trust, and that trust is what drives spontaneous purchases. Based on indicators, the security and competence dimensions play a major role in this mediation process. Customers are driven to buy impulsively because they feel safe and trust that influencers really understand the recommended product. This makes trust an important intermediary in linking credibility to buying behavior.

The results of the questionnaire also support this finding, where respondents mentioned that even though influencers look credible, they only want to buy spontaneously when they already

believe that the influencer is honest and expert. The practical implication is that brands must ensure that the chosen influencer is not only credible but also able to build audience trust consistently.

The Influence of Influencer Credibility on Impulse Purchases through Product Suitability

Influencer credibility in this research refers to the extent to which influencers are perceived to have expertise, honesty, and appeal, while product suitability refers to the extent to which customers feel the promoted product matches their needs. The results of the analysis show that product suitability mediates the influence of influencer credibility on impulse purchases, This means that credibility affects impulse purchases indirectly through product suitability. These findings are in line with research by Koay & Lim (2024) which states that the compatibility between the product and the customer increases the likelihood of impulse purchases. The credibility of influencers makes customers see products more relevant, and it is this perception of relevance that drives impulsive behavior.

Customers are encouraged to buy when they feel they have similar lifestyles or needs to influencers who recommend products. For example, customers are more impulsive to buy skincare when influencers have skin conditions similar to theirs. Additional interpretations of the interview results showed that respondents felt more confident buying products when the influencers they followed looked like they were actually a good fit for the product being promoted. The practical implication is that brands need to choose influencers who are not only credible but also have an identity that aligns with the target audience, so that the mediating effect of product suitability can trigger impulse purchases.

Theoretical Findings

1. The credibility of influencers has no direct effect on impulse purchases. This means that the higher the credibility of an influencer, not necessarily directly encouraging customers to make spontaneous purchases. Credibility only forms a positive perception, but impulsive decisions are more triggered by other factors, such as trust in recommendations and the suitability of products with customer needs.
2. The credibility of influencers has a significant effect on customer trust. This means that the higher the level of expertise, honesty, and attractiveness of the influencer, the greater the customer's trust in the promotional message conveyed.
3. The credibility of influencers has a significant effect on product suitability.
   This means that the more credible an influencer is, the higher the perception of customers that the product being promoted is in accordance with their needs or identity.
4. Trust has a positive effect on impulse purchases.
   This means that the higher the level of customer trust in the influencer or the product being promoted, the more likely it is that customers will make a spontaneous purchase.
5. Product suitability has a significant effect on impulse purchases.
   This means that the more the product is in line with the needs or self-image of the customer, the higher their tendency to make impulse purchases.

6. There is a mediating effect in the relationship between variables.

   Trust mediates the influence of influencer credibility on impulse purchases. In addition, product suitability mediates the influence of influencers' credibility on purchases. These findings suggest that the credibility of new influencers is effective at increasing impulse purchases when mediated by trust and product suitability.

Practical Findings

1. Segmentation of key customers. The majority of respondents are Generation Z women, with a middle income This suggests that the potential market for impulse purchases for skincare products like Skintific is middle-class young women who are active on social media.
2. The role of influencer credibility is more in the formation of trust and product suitability. Credibility is more functional in building customer trust and perception of product suitability.
3. Trust as a psychological trigger. Trust has a significant effect on impulse purchases. The dimensions of trustworthiness and expertise have proven to be the most dominant, so influencers who are honest, consistent, and understand the product are more effective in encouraging spontaneous purchases.
4. Product suitability as the dominant factor. Product suitability is proven to be the most powerful variable that influences impulse purchases Customers are driven to buy when they feel the product suits their personal interests and needs, so product relevance becomes a key factor in marketing strategies.
5. Strategic implications for marketing. The results of the research confirm that brands cannot only rely on the credibility of influencers to trigger impulse purchases. A more effective strategy is to combine influencer credibility with urgency-based promotions such as flash sales, limited stock, and limited discounts. In addition, the selection of influencers must consider suitability with the product category as well as alignment with the target customer's identity.

CONCLUSION

This study concluded that influencer credibility alone does not directly drive impulsive buying among Skintific consumers in Indonesia; rather, its effect is fully mediated by customer trust and product fit. Credibility enhances trust in influencer recommendations and reinforces the perception that the promoted product aligns with consumers' personal needs and identity, which together trigger impulsive purchases. Thus, influencer marketing's effectiveness in stimulating impulse buying depends on building trust and demonstrating product relevance, especially in the engaging environment of live streaming shopping. Future research should incorporate additional mediators or moderators, such as urgency cues and platform-specific features, to develop a more comprehensive model of impulsive buying in live commerce. Additionally, replicating this study across various product categories, cultural contexts, and demographic groups could validate the findings' generalizability and reveal further insights into these relationships.

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