

## **DIGITAL MARKETING STRATEGIES BASED ON LIVE STREAMING AND AI RECOMMENDATION IN ENHANCING CONSUMER TRUST IN CULINARY MSMEs**

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**Abstract:** The development of digital marketing has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize social media, live streaming, and Artificial Intelligence (AI) technologies to improve consumer interaction. Previous studies have primarily focused on the quantitative effectiveness of promotional activities, while in-depth investigations concerning consumer experiences and customer trust toward the combination of live streaming and AI recommendation systems remain limited. This study aims to analyze how digital marketing strategies based on live streaming and AI recommendations shape consumer trust, particularly in culinary MSMEs. This research employed a qualitative case study approach. Data were collected through in-depth interviews, social media observations, and digital documentation. Informants consisted of culinary MSME owners, social media administrators, and active consumers using TikTok Shop and Instagram Live. Data were analyzed using the Miles and Huberman model, including data reduction, data display, and conclusion drawing. The findings reveal that real-time interactions during live streaming enhance consumers' emotional closeness, while AI recommendations support promotional personalization and increase purchase interest. The novelty of this study lies in the integration of live-streaming marketing and AI recommendation systems as a strategy for building customer trust in local culinary MSMEs.

**Keywords:** *Digital Marketing, Live Streaming, AI Recommendation, Consumer Trust*

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### **1. Introduction**

The digital transformation has fundamentally altered business marketing patterns, shifting them from conventional approaches toward technology-driven, digital-based models. Digital marketing enables both corporations and MSMEs to reach consumers more broadly, rapidly, and interactively through the internet and social media (Chaffey & Ellis-Chadwick, 2022). The proliferation of digital platforms such as TikTok, Instagram, and Shopee has further stimulated changes in consumer behavior with respect to information seeking and online purchasing.

Live streaming commerce has grown rapidly in recent years, owing to its capacity to facilitate direct, two-way communication between sellers and consumers. According to Wongkitrungrueng and Assarut (2020), live streaming provides a more interactive shopping experience, thereby enhancing customer engagement and emotional closeness. In practice,

consumers are able to view products in real time, pose questions directly to sellers, and receive prompt responses prior to making a purchase decision.

In addition to live streaming, the use of Artificial Intelligence (AI) in digital marketing is also on the rise. AI recommendation systems are employed by digital platforms to analyze consumer behavior and deliver product suggestions aligned with individual user preferences (Huang & Rust, 2021). Such systems enable businesses to create more personalized marketing experiences, allowing consumers to feel that their shopping journey is both relevant and efficient.

For MSMEs, the utilization of live streaming and AI recommendation represents a significant opportunity for enhancing business competitiveness. However, most existing research has focused primarily on the effects of digital marketing on sales performance or impulse buying using quantitative approaches (Xu et al., 2022). Studies that examine in depth how the combination of live streaming and AI recommendation builds consumer trust remain scarce, particularly within the context of local MSMEs. Mariza and Khoiri (2024) noted that in online transactions on social commerce platforms, trust plays a pivotal role, reflecting consumers' confidence in the security of the platform, the reliability of information, and the credibility of the seller.

Klaten Regency is one of the areas in Central Java with notably active MSME development. MSMEs make an important contribution to regional economic growth, employment absorption, and the empowerment of local communities (Tambunan, 2019). Based on data from Indonesia's Ministry of Cooperatives and Small and Medium Enterprises, the MSME sector constitutes the backbone of the national economy, dominating the business structure across the country. The advancement of digital technology has prompted MSME operators in Klaten to begin utilizing social media and online marketplaces as product marketing channels. According to Chaffey and Ellis-Chadwick (2022), digital marketing enables business owners to reach consumers more extensively at a relatively lower promotional cost compared to conventional marketing. This phenomenon is evident among MSMEs in Klaten, which have increasingly adopted Instagram, TikTok, Facebook Marketplace, Shopee, and WhatsApp Business as promotional media.

The digital transformation of MSMEs accelerated following the COVID-19 pandemic, as business operators were compelled to adapt to shifts in consumer behavior toward online transactions (Pakpahan, 2020). This situation prompted MSMEs across various regions, including Klaten, to develop digital marketing strategies to sustain their business operations.

Prior studies have documented the digitalization of MSMEs in Klaten. Prasetyo and Nugroho (2022) found that social media use expanded the marketing reach of MSMEs in Klaten, although most operators encountered challenges in digital content management and promotional consistency. Sari et al. (2023) also found that the success of MSME digital marketing was influenced by technological capability, content creativity, and customer interaction via social media. Furthermore, Handayani (2021) found that WhatsApp Business and Instagram were the most widely used platforms by MSMEs in Klaten due to their ease of operation and effectiveness in building customer communication. Nevertheless, most prior studies remained focused on social media use in general and its effects on sales performance.

Digital marketing refers to marketing activities that leverage digital media and the internet to reach consumers effectively and interactively. Chaffey and Ellis-Chadwick (2022) define digital marketing as encompassing the use of websites, social media, email marketing, search engines, and digital applications to build customer relationships. According to Kotler and Keller (2021), digital marketing offers advantages in terms of cost efficiency, more precise

market segmentation, and the ease with which promotional effectiveness can be measured. In the context of MSMEs, digital marketing serves as a strategic solution for enhancing business competitiveness at a relatively lower promotional cost compared to conventional marketing approaches.

Research on the use of live streaming marketing and AI recommendation in building consumer trust among MSMEs in Klaten remains very limited. Yet, the development of live commerce features and algorithm-based recommendation systems has been widely adopted on digital platforms such as TikTok Shop and Shopee Live. According to Huang and Rust (2021), AI in marketing can enhance service personalization and customer experience. Similarly, Wongkitrungrueng and Assarut (2020) demonstrated that live streaming is capable of increasing social interaction and consumer trust in online transactions. Furthermore, Zhang et al. (2022) explained that the characteristics and credibility of streamers in live commerce play an important role in strengthening consumer trust and purchase intentions. Cheng et al. (2023) found that AI-enabled technologies in e-commerce improve recommendation accuracy and customer experience, which subsequently increases consumer trust toward digital platforms. Ho et al. (2024) showed that service quality in live-streaming commerce, particularly interactivity and responsiveness, positively influences consumer trust and satisfaction. Li and Lee (2024) also reported that recommendations delivered by broadcasters during live streaming can strengthen brand image and foster consumer loyalty. In addition, Zhang and Hu (2024) revealed that user-generated content and communicative presence in live-streaming commerce significantly affect consumer trust and purchasing behavior.

Live streaming marketing is a marketing strategy conducted through live broadcasts on digital platforms that enable real-time interaction between sellers and consumers. Wongkitrungrueng and Assarut (2020) assert that live streaming commerce creates a more authentic shopping experience, as consumers can observe product demonstrations in real time and communicate directly with the host. Beyond enhancing engagement, live streaming also influences consumer purchasing decisions through social interaction and emotional connection (Sun et al., 2019). In the culinary business sector, live streaming is frequently used to showcase food preparation processes, product quality, and real-time customer testimonials. Muhadzdzib et al. (August 2025), in their study entitled *Live Streaming as a Marketing Strategy for Enhancing Consumer Trust in Products*, reported that consistent live streaming can increase consumer engagement and sales by 25–30%. This occurs as a result of transparency and the emergence of real-time interaction, which renders the shopping experience more personal than conventional digital marketing methods.

Artificial Intelligence (AI) recommendation refers to an automated recommendation system that utilizes user behavioral data to deliver product suggestions aligned with consumer interests. Huang and Rust (2021) explain that AI in marketing is capable of enhancing service personalization and enabling businesses to understand customer needs with greater accuracy. Recommendation systems on TikTok Shop, Shopee, and Instagram operate based on user behavioral algorithms, including search history, content interaction, and purchase activity. According to Davenport et al. (2020), the application of AI in digital marketing can enhance customer experience, as consumers receive information that is more relevant and tailored to their needs. Az Zahra (April 2026) reported that AI-based marketing can consistently enhance business performance. Transparency through explainable AI and data privacy protection constitute the primary foundations of consumer trust.

Trust is a critical factor in digital transactions, given that consumers are unable to physically inspect products. Gefen et al. (2003) established that consumer trust exerts a

substantial effect on online purchasing decisions. Accordingly, this study is particularly important for understanding how modern digital marketing strategies can build consumer trust through a qualitative approach, enabling a more nuanced understanding of customer experience.

Consumer trust refers to customers' confidence in the credibility, security, and reliability of sellers in online transactions. Gefen et al. (2003) established that trust is a primary determinant of e-commerce success, given that consumers cannot physically interact with either the product or the seller.

Within the context of digital marketing, trust can be cultivated through information transparency, interactive communication, customer reviews, and positive digital experiences (Kim & Peterson, 2017). Both live streaming and AI recommendation have the potential to enhance trust by delivering more personal and authentic experiences to consumers.

Trust is defined as consumers' confidence in the reliability, security, and credibility of the platform (or seller) in conducting online transactions (Gefen et al., 2003). Handoyo (2024) identified key indicators of trust as comprising trust in platform, trust in seller, perceived integrity, and perceived security. The research questions addressed in this study are as follows: (1) How is live streaming implemented within the digital marketing strategies of MSMEs in Klaten Regency? (2) How does AI recommendation support the personalization of promotions directed at consumers? and (3) How does the combination of live streaming and AI recommendation contribute to the formation of consumer trust?

The objectives of this study are to analyze the implementation of live streaming in the digital marketing of culinary MSMEs, to identify the role of AI recommendation in digital marketing personalization, and to analyze the formation of consumer trust through the integration of live streaming and AI recommendation. It is anticipated that this study will contribute to the advancement of digital marketing scholarship, particularly concerning the integration of live commerce and AI recommendation in building consumer trust. Additionally, this study is expected to serve as a reference for digital marketing strategies that MSME operators may adopt to enhance customer loyalty and trust.

**Table 1. Summary of Prior Studies**

No.	Researcher & Year	Study Title	Method	Findings	Research Gap
1	Ridwan, E. P., & Hariyanto, D. (January 2025)	Analysis of DAGMAR Theory in the Digital Marketing Strategy of Dhila Food via TikTok	Qualitative Descriptive	Interactive content such as cooking processes, On-The-Road (OTR) schedules, and live streaming effectively moved audiences from Unaware to Aware, then built Comprehension and a positive Image. The peak was the Action stage, where actual	—

No.	Researcher & Year	Study Title	Method	Findings	Research Gap
				transactions occurred through TikTok Shop and WhatsApp.	
2	Aulia, R. N., & Harto, B. (April 2024)	Building Consumer Engagement Through Content Marketing Strategy in Live Streaming: A Qualitative Analysis of Successful Brands on Shopee	Qualitative	Authentic brand narratives and interactivity were the most critical elements influencing purchasing decisions during live streaming. Active consumer participation through Shopee's platform features created emotional closeness that strengthened brand loyalty.	—
3	Nilawardhani, F. D., & Suharto, B. (2024)	Direct Marketing Strategy Through Live Streaming on the Shopee Platform	Qualitative Descriptive	The live streaming feature on Shopee was effective in enhancing marketing strategy, consumer purchase intention, and purchasing decisions. Key aspects included high interactivity, communication credibility, appropriate timing, responsiveness, and an engaging live atmosphere.	Could be replicated on other marketplace platforms to determine significant differences in direct marketing strategies across platforms and their respective advantages.
4	Prasetyo & Nugroho (2022)	The Influence of Social Media on MSME Marketing Enhancement in Klaten	Quantitative	Social media had a positive effect on expanding the marketing reach of MSMEs.	Focused only on social media in general; did not address live streaming and AI recommendation.

No.	Researcher & Year	Study Title	Method	Findings	Research Gap
5	Handayani (2021)	Social Media Utilization as a Marketing Strategy for MSMEs in Klaten Regency	Descriptive Qualitative	WhatsApp Business and Instagram were the primary marketing media for MSMEs due to ease of use.	Did not examine the formation of consumer trust through digital technology.
6	Sari, Wibowo & Lestari (2023)	Digital Marketing Adoption Among Regional MSMEs	Qualitative	Digital marketing success was influenced by technological capability and content creativity.	Did not address the integration of live streaming and AI recommendation.
7	Wongkitrungrueng & Assarut (2020)	The Role of Live Streaming in Building Consumer Trust	Quantitative	Live streaming enhanced consumer interaction and trust.	Focused solely on live streaming; did not examine local MSME contexts.
8	Huang & Rust (2021)	A Strategic Framework for Artificial Intelligence in Marketing	Literature Review	AI facilitates marketing personalization and enhances customer experience.	Did not address AI recommendation implementation in MSMEs.
9	Xu, Wu & Li (2022)	Digital Marketing and Impulse Buying Behavior	Quantitative	Digital marketing influenced impulsive buying behavior in online consumers.	Focused on impulse buying behavior, not consumer trust.
10	Sun et al. (2019)	How Live Streaming Influences Purchase Intentions	Quantitative	Live streaming enhanced purchase intention through social interaction.	Did not integrate AI recommendation into the marketing strategy.
11	Kim & Peterson (2017)	A Meta-analysis of Online Trust Relationships	Meta-analysis	Trust had a significant effect on online purchasing decisions.	Did not specifically address digital marketing in the MSME context.

Based on the review of prior studies, the majority of existing research has focused on: the effect of social media on sales performance, impulse buying behavior, the use of live streaming in isolation, or the implementation of AI in large enterprises.

## 2. Research Method

This study employed a qualitative approach with a case study design. The research was conducted with MSMEs that actively used TikTok Live, Instagram Live, or Shopee Live in Klaten Regency. Data collection was carried out through interviews and observations with culinary MSME owners, social media administrators, and active social media consumers, as well as through digital content documentation. The study involved 20 MSME operators in Klaten Regency who actively utilized social media and live streaming features as digital marketing channels. Informants were selected through purposive sampling, giving consideration to MSMEs that had already utilized digital platforms such as TikTok, Instagram, Facebook, and online marketplaces for promotional and product-selling activities.

The collected data were analyzed using the interactive model of Miles, Huberman, and Saldaña (2014), which consists of data condensation, data display, and conclusion drawing and verification. Interview transcripts, field notes, and digital content documentation were first coded and categorized into themes related to live streaming utilization, consumer trust, customer engagement, and AI recommendation systems. The coded data were then organized into thematic matrices and narrative descriptions to identify patterns and relationships among variables. The analysis revealed four major themes: (1) live streaming as an interactive marketing strategy that enhances customer engagement; (2) consumer trust formation through real-time product demonstrations and direct interaction with sellers; (3) AI-based recommendation systems as an effective tool for increasing product visibility and personalization; and (4) challenges faced by MSMEs in adopting digital technologies, including limited digital skills and difficulties in maintaining content consistency. To ensure the trustworthiness of the findings, source triangulation and method triangulation were employed by comparing information obtained from MSME owners, social media administrators, consumers, observations, and digital documentation.

## 3. Results and Discussion

### 3.1. Results

The research informants comprised four business categories, as follows: 5 MSMEs in the fashion sector; 5 MSMEs in the culinary / food sector; 5 MSMEs in the accessories sector; 5 MSMEs in the handicrafts sector. These four categories were selected on the grounds that they represent MSME types that are actively engaged in digital marketing in Klaten Regency and exhibit distinct marketing characteristics. However, the intensity of live streaming use varied across MSME categories. Based on observations and interviews, the ranking of MSMEs by live streaming activity level is presented in Table 2.

**Table 2. Ranking of MSMEs by Live Streaming Activity Level**

No.	MSME Sector	Live Streaming Intensity
1	Fashion	Very High
2	Accessories	High
3	Handicrafts	Moderate
4	Culinary / Food	Low

Source: Primary research data

The results indicate that fashion MSMEs constitute the sector that most frequently employs live streaming in their digital marketing strategies. Fashion MSME operators reported that live

streaming assists them in showcasing product details directly to consumers, including fabric material, sizing, color options, and product usage. Furthermore, real-time interaction was perceived as effective in building customer trust prior to the purchasing decision.

One fashion MSME informant stated:

*"When we go live, buyers are more confident because they can see the product directly. Sales are usually higher compared to just posting photos."*

Accessories MSMEs ranked second in live streaming utilization. Accessories products were considered well suited for live streaming promotion, as they benefit from direct product usage visualization—particularly items such as bags, bracelets, rings, and handmade accessories. Operators also utilized live streaming to offer time-limited promotions and real-time discounts to viewers. Handicraft MSMEs used live streaming with moderate intensity. A portion of handicraft operators leveraged live streaming to demonstrate the handmade production process as a form of product quality transparency to consumers. However, limited human resources and technological capability presented constraints on conducting live streaming sessions on a regular basis.

In the culinary sector, live streaming use was comparatively lower than in other sectors. The majority of culinary MSMEs continued to rely on photo uploads and short-form videos rather than live broadcasts. This was attributable to time constraints during the production process, the difficulty of conducting live streaming while cooking, and the perception that short video content is more practical and effective for food promotion.

### **3.2. Discussion**

The findings indicate that product characteristics influence the intensity of live streaming use among MSMEs. Fashion and accessories products require more detailed visual presentation and direct consumer interaction; therefore, live streaming proves an effective strategy for building customer trust.

These findings are consistent with Wongkitrungrueng and Assarut (2020), who found that live streaming enhances customer engagement and trust by enabling consumers to view products directly and interact with sellers in real time. Furthermore, the use of live streaming among fashion and accessories MSMEs was also driven by the growing trend toward more visual and interactive online shopping, particularly on TikTok Shop and Instagram Live. Consumers tend to be more attracted to content that demonstrates product usage in real time compared to static product photographs. This finding is in line with Lin and Nuangjamnong (2022), who reported that customer engagement and influencer interaction in TikTok live streaming positively affect consumers' purchase intentions. Wang et al. (2025) also found that recommendation accuracy, streamer attractiveness, and consumer-to-consumer interactions significantly increase purchase intention in TikTok streaming commerce. Moreover, He et al. (2024) demonstrated that live shopping features, such as real-time interaction and information visibility, are important determinants of customer trust in live commerce. Razafinandrasana and Tamara (2024) further explained that TikTok live streaming shopping provides consumers with a more credible and trustworthy shopping experience through direct communication and product demonstrations. In addition, Auliarahman (2025) revealed that interactivity during live shopping significantly enhances consumer trust and encourages continuous purchase intention on the TikTok Live platform.

Among handicraft MSMEs, live streaming served primarily as a storytelling medium to showcase the handmade production process, thereby enhancing the perceived authenticity of

the product. This finding suggests that consumers are not only interested in the final product but also in the narrative behind the production process, including craftsmanship, cultural values, and product uniqueness. Through live streaming, handicraft MSMEs can communicate these values more effectively, creating emotional connections and strengthening consumer trust. This result is consistent with Hou (2025), who argued that product visualization and storytelling in digital commerce significantly contribute to the formation of brand authenticity and consumer engagement. Similarly, Xu (2025) emphasized that authentic storytelling and real-time demonstrations in social commerce platforms strengthen brand trust and influence consumers' purchasing decisions. In addition, Widagdo et al. (2023) explained that consumers increasingly value products with stories and cultural meanings, especially in creative industries where authenticity becomes a key competitive advantage.

In contrast, the culinary sector experienced several operational constraints that prevented live streaming from being fully utilized as a marketing tool. Most culinary MSMEs faced difficulties in managing live sessions while simultaneously preparing and serving products, resulting in limited interaction with consumers during broadcasts. This finding indicates that the effectiveness of live streaming is highly dependent on the characteristics of the business sector and the availability of human resources. Amelia (2024) similarly found that culinary MSMEs require consistent visual content and storytelling strategies to build consumer trust and increase online visibility. Furthermore, Oguntoye (2025) argued that micro and small enterprises often face resource limitations in implementing digital marketing strategies, even though social media and live commerce offer substantial opportunities for customer engagement.

Overall, the findings demonstrate that live streaming has become an important component of the digital marketing strategies of MSMEs in Klaten, particularly within sectors that require detailed product visualization and direct consumer interaction. The results reinforce the argument of Wongkitrungrueng and Assarut (2020) that live streaming commerce creates value through real-time interaction, social presence, and enhanced trust between sellers and consumers. Therefore, the adoption of live streaming should not be viewed merely as a promotional tool but as a strategic approach for developing long-term relationships with customers and strengthening MSMEs' competitiveness in the digital marketplace

#### **4. Conclusion**

Based on the findings of this study concerning digital marketing strategies through social media and live streaming among MSMEs in Klaten Regency, it can be concluded that technological advancement has prompted MSME operators to begin adapting to social media-based marketing. Platforms such as TikTok and Instagram have become the most widely used media, as they are perceived to reach consumers broadly and facilitate direct interaction through live streaming features.

Interviews with 20 MSMEs in Klaten revealed that all informants had adopted social media as a product promotional channel. However, the intensity of live streaming use differed across business categories. Fashion MSMEs were the most active users of live streaming, followed by accessories MSMEs, handicraft MSMEs, and culinary MSMEs. Fashion MSMEs leveraged live streaming to showcase product details directly, thereby strengthening consumer trust and encouraging purchasing decisions. Accessories MSMEs also actively utilized live streaming, as their products require direct usage visualization. Handicraft MSMEs employed live streaming to demonstrate the handmade production process as a form of product quality

transparency. In the culinary sector, live streaming adoption remained comparatively low due to operational and production process constraints.

This study demonstrates that live streaming plays a significant role in building consumer interaction, engagement, and trust in MSME digital marketing. Moreover, product characteristics influence the effectiveness of live streaming as a digital marketing strategy. Based on the research findings, several recommendations are offered. MSME operators are encouraged to enhance their digital marketing capabilities, particularly in leveraging live streaming as an interactive promotional medium. MSMEs should also develop strategies for creating engaging content to boost consumer engagement and trust. Local government authorities and MSME support institutions are encouraged to provide digital marketing training, particularly pertaining to live streaming utilization, social media management, and digital technology adoption to strengthen the competitiveness of local MSMEs. Future research is recommended to expand the scope of MSME digital marketing inquiries with a larger informant pool and to incorporate additional variables such as customer engagement, customer loyalty, or the integration of Artificial Intelligence (AI) in digital marketing strategies. Quantitative research may also be conducted to statistically measure the effect of live streaming on sales performance and consumer trust.

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