

Streaming and Influencer: Building Equity Through Awareness

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Abstract

This study explores the impact of live streaming and influencer marketing strategies on brand equity, with brand awareness as a mediating variable. Using data from 403 valid respondents, who are familiar with the Skintific brand and have watched live streams or influencer content related to Skintific products. The data were analyzed using SmartPLS, and the results show that both live streaming and influencer marketing significantly influence brand equity, both directly and through the mediating effect of brand awareness. These findings provide useful insights for beauty industry brands in developing more strategic and sustainable digital marketing approaches in a competitive market.

Keywords

Beauty Industry, Brand Awareness, Brand Equity, Influencer Marketing, Jabodetabek, Live Streaming.

