



Building Brand Value Through Consumer Trust in Digital Strategies: Evidence from Indonesia's Beauty Industry

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ABSTRACT: The aim of this study is to investigate the influence of affiliation, live streaming, viral video content, and social interaction on brand value creation in the beauty product industry in Indonesia with consumer trust as a mediating variable. A quantitative method was employed, and data were collected through 350 samples and analyzed using Structural Equation Modeling (SEM) based on SmartPLS software. The result indicates that all digital marketing channels contribute to building consumer trust, then pushing brand value. Among these channels, interactive community engagement exerts the most profound influence, highlighting the active participation and interaction in digital marketing for beauty products in Indonesia. The study provides practical recommendations for beauty firms to improve their digital marketing via trust-building and brand equity development.

Keywords: Digital Marketing Tools, Consumer Trust, Brand Value, Beauty Products.



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INTRODUCTION

The global beauty industry has seen rapid growth in the last few years. The beauty industry in Indonesia is seeing a revolutionary transition with expanding brands putting digital platforms as a tool for interacting and influencing the target consumers. Social media, online shopping platforms, and digital marketing platforms have made it easier for the beauty industry to create more personal and interactive experiences between brands and consumers, driving brand loyalty and consumer loyalty. This is encouraged by the increasing application of the internet and social media across Indonesia, providing a rich ground for digital marketing initiatives to thrive. Research ([bin Rachman, 2024](#); [Yusiana et al., 2023](#)) shows that influencer marketing and online advertisement are currently leading methods used to advertise beauty products in Indonesia, with a direct influence on consumers' buying decisions by the fact that influencers develop confidence among brands and provide educative product information. In addition, the perspective of ([Firdaus et al., 2024](#)) sees influencer marketing success in terms of the performances of beauty companies like Skintific, that employ social media websites like TikTok and Instagram to advance brand image and sales.

In addition, ([Sanny et al., 2024](#)) confirmed in their study that social media marketing activities (SMMA) have a remarkable impact on increasing brand awareness, image, and experience, as well as bringing positive impacts on brand loyalty, especially in the highly competitive Indonesian beauty sector. This is corroborated by ([Firdaus, 2024](#)), who assumes the importance of social media in disseminating a positive brand image and consumer purchasing behavior based on the success of a varied product portfolio that is acceptable to consumers. Second, digital marketing and online reviews play a vital role in shaping the buying habits of customers in the study ([Jati et al., 2024](#)), where brand trust plays an intervening role—highlighting that trust activities should be integrated into digital marketing efforts. This means that affiliate marketing, live streams, viral clips, and community outreach have been the most important methods in shaping consumerism and creating brand equity.

Affiliate marketing plays a central role in this through the utilization of influencers and content creators to promote sales of goods within niche communities—a methodology that sits comfortably within the increasingly influencer-driven Indonesian marketplace. Influencers leverage their credibility and authenticity to shape consumer opinion and guide purchasing decisions, thereby becoming brands' strategic partners to reach special-interest communities ([Garg & Gopal, 2025a; Prajapati, 2023](#)).

Influencer marketing happens mainly on Instagram and TikTok, which offer diversified strategies such as sponsored content and live streaming (Dhingra, n.d.). Live streaming, more so on Twitch, is a powerful media for live engagement where brands can show products, answer consumer questions, and build trust through authentic interaction (Dhingra, n.d.). TikTok viral videos are extremely effective for building brand awareness due to their entertainment value and virality, with effective campaigns such as Chipotle's #GuacDance demonstrating how viral videos could engage consumers ([Nair & Bhagat, 2024](#)). At the same time, brand-centric online discussion boards foster consumer loyalty and create belongingness, which is core to creating brand value and maintaining long-term consumer trust ([Bhanot, 2024; Garg & Gopal, 2025b](#)).

Although they are used more and more, it is not yet entirely apparent just how effective digital marketing tools are at generating brand value. Consumer trust is a key mediating variable, and it influences consumers' beliefs about and responses to digital marketing initiatives. In the digital world—far too often plagued by misinformation and subpar products—trust plays a pivotal role in overcoming doubt. In the cosmetics industry, where product quality and safety come into the forefront, trust bridges the gap between marketing communications and long-term brand equity.

The Indonesian beauty industry is in the process of undergoing a significant shift with the speeding up of digitalization, propelling domestic brands to embrace new methods of marketing in order to stay afloat ([Sanny et al., 2024](#)). With advanced internet penetration and utilization of social media, it has become essential to know how digital marketing affects customer behavior and brand worth ([Sanny et al., 2024](#)). It is seen from a study by ([Nurmansyah et al., 2024](#)) that the implementation of tools such as artificial intelligence (AI) and customized content shows the evolving nature of digital marketing. Meanwhile, social media campaigns have proved to be effective in spreading brand awareness, image, and experience, which in turn fuel customer loyalty ([Sanny et al., 2024](#)). In addition,

bin [Rachman \(2024\)](#) points out that marketing through influencer websites matters in building consumer trust and influencing purchasing decisions and trend impacts. [\(Charis et al., 2023\)](#) also determined that celebrity endorsements and social media ads, particularly on Instagram, play a huge role in influencing consumer purchasing behavior within the Indonesian beauty market. Further, AI applications such as ChatGPT are revolutionizing marketing strategies by enhancing customer targeting, market segmentation, and one-to-one marketing activities—making valuable contributions to product development and promotional strategies in the Indonesian beauty sector [\(Wilendra et al., 2024\)](#). In 2023, the value of Indonesia's beauty industry reached more than USD 8 billion and is projected to continue growing at a CAGR of 6.5% until 2027 [\(Statista, 2023\)](#). The surge in the use of digital platforms such as TikTok and Instagram by local brands such as Skintific and MS Glow marks a major shift in consumer behavior, which now relies more on digital content in the purchasing process.

Though digital marketing practices were extensively employed, few empirical studies have been conducted on how specific tools such as affiliates, live streaming, viral videos, and communities aid brand value, and the role of consumer trust as a major force behind brand loyalty and equity has also not been extensively researched in the Indonesian beauty industry. Without an adequate understanding of these dynamics, brands risk allocating their efforts in vain or missing out on long-term consumer relationships. In this context, this research introduces a new one by bringing consumer trust to the equation as a mediating variable between digital marketing resources and brand value. While previous research has examined the broader impact of online marketing on consumers, few have combined affiliates, live streams, viral videos, and community engagement into a single analytic model. With a focus on Indonesia's beauty market, this study provides new evidence into a rapidly expanding and unique culture-based consumer market, hence filling a void in current literature. The primary objective of this study is to assess the efficacy of affiliates, live streaming, viral videos, and community building in driving brand value in Indonesia's beauty industry by testing the direct effects of the tools on brand value, probing the mediating role of consumer trust, and providing practical implications for beauty companies to maximize their digital marketing efforts for future sustainable growth in Indonesia. However, this study focuses on young people and active users of digital media in urban areas, which may limit the generalizability of the findings to the entire consumer population in Indonesia.

Digital Marketing Tools

Digital marketing within the beauty niche effectively targets consumer attention and builds brand loyalty through solutions such as affiliates, live streams, viral videos, and social interaction, employing sponsored content creators, real-time engagement, and community building to spread the word and engagement. Affiliate marketing recruits influencers to reach niche audiences, where credibility and specialist expertise are critical drivers of purchasing decisions [\(Bhatnagar et al., 2024; Xin, 2024\)](#), as was the success of Fenty Beauty's spreading its message of beauty for all through strategic influencer collaborations [\(Wu, 2024\)](#). [Firdaus et al. \(2024\)](#) state that live streaming enables direct interaction and product demonstrations that strengthen consumer relationships. They also note that viral videos on TikTok and Instagram are effective in increasing brand visibility through engaging content. [Wu \(2024\)](#)

emphasizes the importance of community engagement in building a sense of belonging and loyalty, as seen in Fenty Beauty's inclusive strategy. [Firdaus et al. \(2024\)](#) also highlight the strong influence of Skintific's brand image on consumer purchasing behavior in Indonesia.

Consumer Trust

Consumer trust is a key factor in digital marketing, especially in the cosmetics industry, which demands clarity regarding product purity and authenticity. According to [I. M. Jati et al. \(2024\)](#) and [Pamungkas et al. \(2024\)](#), online reviews and open communication on social media play a significant role in shaping trust and purchasing decisions. [NASE and SATUR \(2024\)](#) emphasize that honesty, expertise, and transparency in influencer content are important indicators in building trust in makeup products. [Sintiadewi et al. \(2024\)](#) also show that e-WOM and product quality perceptions significantly influence consumer trust, with brand trust acting as a mediator that strengthens the relationship toward purchasing behavior.

Brand Value

Brand value, perhaps the most valuable asset of a business, is determined by consumer views, brand reputation, customer loyalty, and perceived quality, all of which increasingly are created through digital experiences in today's market. Digital marketing tools play a key role in building brand awareness, activating the consumer base, and creating trust—brand building blocks for a successful brand, particularly in emotionally connected categories such as beauty. Consumer relevance is a key driver, whereby brand worth is co-created through personal experience and social interaction with brands that are congruent with personal values ([Taillard, 2014](#)). Furthermore, human values which are ascribed to brands, distinguishable from brand personality, affect consumer associations and choice, which underscores the necessity of incorporating these values in marketing practice ([Jahn et al., 2013](#); [Voorn, 2023a](#)). Digital marketing not only increases visibility and consumer engagement but also helps build emotional connections with brand messaging that aligns with consumer values and expectations ([Lhotáková, 2012a](#); [Voorn, 2023b](#)). Formal models can guide strategic decisions to optimize brand equity in spite of the challenges in measuring the value of the brand and return on marketing investment ([Stewart & Stewart, 2019](#)). Current trends highlight aligning brand values and consumer expectations and leveraging electronic channels to stay competitive ([Lhotáková, 2012b](#)).

Consumer Trust as Mediator Role

Consumer trust is a central mediating influence between advertising campaigns and brand performance, particularly for digital and social media advertising, where it acts as a conduit that maximizes the impact of strategies on purchase intention and brand loyalty. The mediating influence substantiates the importance of establishing trust in order to make digital campaigns effective, as empirically proven. Influencer and social media content campaigns, for instance, significantly enhance consumer trust, which subsequently increases brand loyalty—as discovered in a study conducted in Polewali Mandar Regency, in which trust accounted for 52% of brand loyalty variance ([Aldi & Adisaputra, 2024a](#)). Likewise, social media marketing campaigns have a direct impact on buying

Indonesia with consumer trust as a mediator variable ([Sarstedt et al., 2021](#)). The population was 350 digital marketing users who were purposively selected based on their exposure to digital media. *“A total of 350 respondents were selected because they met the minimum sample size requirements for SEM-PLS, as well as considering the practicality and representativeness of active digital users in Indonesia. Purposive sampling was used to ensure that respondents had experience in viewing or being exposed to digital marketing content, especially in the beauty industry.”*

The data collection involved conducting an online survey using a closed questionnaire with a five-point Likert scale ([Sekaran & Bougie, 2017](#)). The research instrument utilized validated indicators of previous studies and was pre-tested via a pilot study.

Data analysis was conducted using SmartPLS 3, first assessing the model to evaluate construct validity (AVE), reliability (CR), and discriminant validity ([Hair & Alamer, 2022](#)), subsequently structural model testing to examine the interrelations between variables using path coefficients and R^2 values. Bootstrapping was executed 5,000 times to evaluate statistical significance ([Sarstedt et al., 2022](#)). This approach provides empirical evidence regarding the direct and indirect effects of electronic marketing tools towards brand value in the context of increasingly digital Indonesian consumers.

RESULT AND DISCUSSION

Demographic Characteristics of Respondents

This study involved 350 samples. In terms of gender, the vast majority of respondents were female (72%) and male (28%), who are the classic target market for beauty products. The age distribution shows that 40% of respondents are aged 18–24, followed by 25% aged 25–34, 20% aged 35–44, and 15% aged 45 and older, demonstrating that young, digitally active consumers make up the majority of the sample. Educationally, 28% had completed high school, 58% held undergraduate degrees, and 14% held postgraduate degrees, which showed that most of the respondents were highly educated and perhaps more exposed to beauty trends. Geographically, the respondents came from various locations, with Jakarta contributing the highest percentage (40%), followed by Surabaya (20%), Bandung (18%), and other cities (22%), showing urban concentration in the consumption of beauty products and exposure to digital marketing. For exposure frequency to digital marketing, 60% were exposed daily, 25% weekly, and 15% occasionally, indicating high levels of digital exposure. For income, 28% were at an income level of less than IDR 5,000,000, 50% at IDR 5,000,000–10,000,000, and 22% at more than IDR 10,000,000, indicating that the majority are in a middle-income group with purchasing power relevant for the beauty sector.

Descriptive Statistics of Variables

Descriptive statistics provide an overview of the respondents' perceptions for every study variable. The analysis displays mean, standard deviation, minimum, and maximum scores for every variable, based on a Likert scale of 1 (strongly disagree) to 5 (strongly agree).

Table 1. Descriptive Statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
Affiliates	4.12	0.68	2	5
Live Streaming	4.25	0.61	3	5
Viral Videos	4.08	0.72	2	5
Community Engagement	4.35	0.55	3	5
Consumer Trust	4.40	0.58	3	5
Brand Value	4.28	0.62	3	5

Testing of the major variables reveals that all of the internet marketing tools in question are rated favorably by the respondents. Affiliate marketing received a mean score of 4.12 with a standard deviation of 0.68, indicating overall agreement on effectiveness with moderate variation. Live streaming emerged as the most effective tool with the highest mean score of 4.25, indicating strong consumer trust and involvement. Viral video marketing was also found to be effective with a mean score of 4.08, though the somewhat higher variability (SD = 0.72) suggests different perceptions across respondents. Community engagement had the highest mean overall score of 4.35, demonstrating its significant role in building consumer relationships. Consumer trust achieved a high mean score of 4.40, confirming its central mediating role between marketing efforts and brand awareness.

Outer Model Evaluation

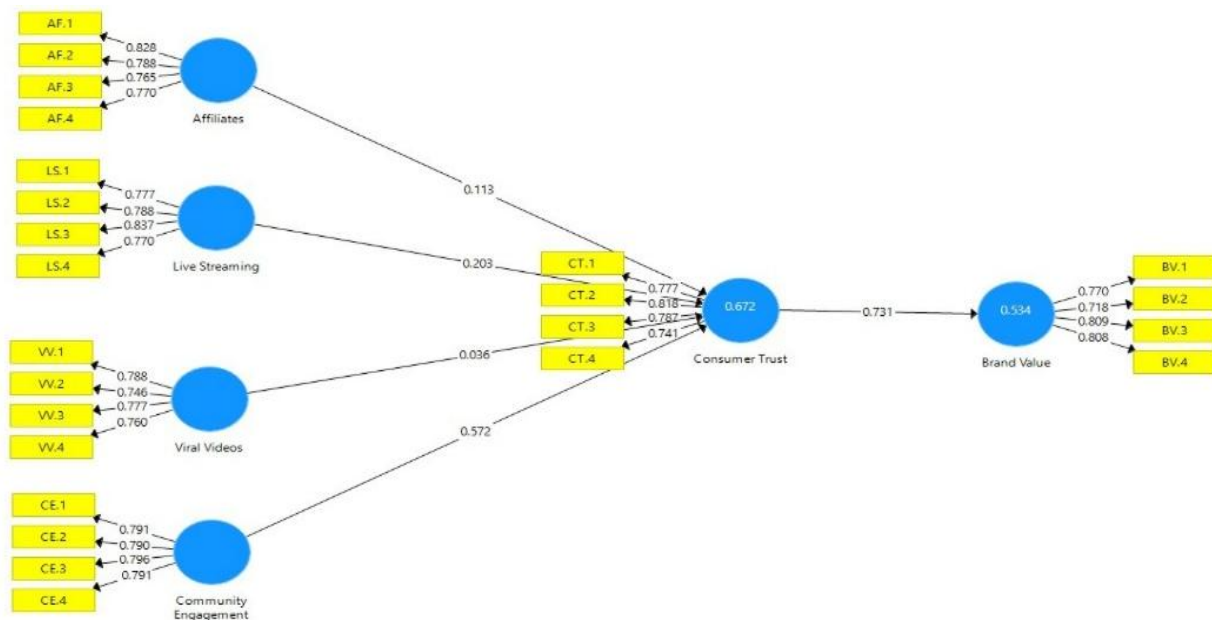


Figure 1. Evaluation Outer Model

Indicator Reliability

Reliability is measured by verifying the factor loadings of each indicator. A values above 0.70 show that the indicator accurately measures the concept.

Table 2. Loading Factor Measurement

Variable	Code	Statement	Loading Factors
Affiliates	AF1	I believe recommendations from affiliates influence my trust in the brand.	0.828
	AF2	Affiliate programs help me understand the benefits of beauty products.	0.788
	AF3	Information provided by affiliates is accurate and reliable.	0.765
	AF4	I am more likely to purchase products promoted through affiliates.	0.787
Live Streaming	LS1	I feel confident purchasing products after seeing demonstrations in live streaming.	0.710
	LS2	Direct interaction with the host during live streaming increases my trust in the brand.	0.788
	LS3	Information provided in live streaming is clear and easy to understand.	0.837
	LS4	Live streaming makes me feel closer to the brand.	0.770
Viral Videos	VV1	Viral videos help me discover new beauty products.	0.751
	VV2	I trust brands that have viral videos with positive reviews.	0.746
	VV3	Viral videos create a positive impression of the brand.	0.777
	VV4	I feel inspired to try products featured in viral videos.	0.760
Community Engagement	CE1	I feel the brand listens to my needs through engagement in online communities.	0.791
	CE2	My participation in brand community activities increases my trust.	0.790
	CE3	Brand discussion forums help me learn more about the products.	0.796
	CE4	Community activities organized by the brand make me more loyal.	0.776
Consumer Trust	CT1	I trust that this beauty product delivers what it promises.	0.711
	CT2	This brand can be relied upon to provide high-quality products.	0.818
	CT3	I am confident that this brand has high integrity.	0.787
	CT4	I feel safe using products from this brand.	0.741

Variable	Code	Statement	Loading Factors
Brand Value	BV1	I believe this brand has a higher value compared to its competitors.	0.797
	BV2	I feel this brand offers benefits that match the product price.	0.718
	BV3	This brand has a good reputation among beauty product users.	0.809
	BV4	I would recommend this brand to others.	0.808

Table 2 shows that in this study, a loading factor above 0.70 indicates good reliability for each variable.

Internal Consistency Reliability

The internal consistency of the constructed variables was tested using the Composite Reliability (CR) value, which all exceeded the threshold of 0.70, indicating good reliability. The CR values for each variable are as follows: affiliation (0.891), live streaming (0.912), viral video (0.904), community engagement (0.926), consumer trust (0.931), and brand value (0.942). The results indicate that all concepts exhibit high consistency and reliability.

Convergent Validity

Convergent validity is tested through the Average Variance Extracted (AVE) value, with a minimum threshold of 0.50. All constructs showed AVE values above this threshold, confirming the convergent validity of each construct: affiliation (0.741), live streaming (0.762), viral video (0.735), community engagement (0.787), consumer trust (0.802), and brand value (0.824). These results indicate that each constructs adequately explains the variance of its indicators and support the feasibility of the measurement model.

Discriminant Validity

As a test of empirically differentiating each construct from the remaining constructs in the model, two primary methods were used: the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). The Fornell-Larcker Criterion verifies whether the square root of the Average Variance Extracted (AVE) of each construct is greater than the correlations between constructs so that each construct will have greater common variance with its indicators than with other constructs. Meanwhile, the HTMT approach examines the ratio of between-trait correlations to within-trait correlations, and an HTMT below 0.85 indicates good discriminant validity. Both methods cumulatively confirm the distinctiveness of the constructs in the model.

Table 3. Discriminant Validity

Fornell-Larcker Criterion						
Constructs	AFF	LS	VV	CE	CT	BV
Affiliates	0.862					
Live Streaming	0.623	0.871				
Viral Videos	0.586	0.646	0.851			
Community Engagement	0.592	0.634	0.617	0.882		
Consumer Trust	0.615	0.652	0.621	0.671	0.891	
Brand Value	0.608	0.631	0.612	0.668	0.697	0.901
Heterotrait-Monotrait Ratio						
Constructs	AFF	LS	VV	CE	CT	BV
Affiliates						
Live Streaming	0.721					
Viral Videos	0.686	0.752				
Community Engagement	0.673	0.728	0.706			
Consumer Trust	0.709	0.742	0.713	0.784		
Brand Value	0.693	0.734	0.707	0.761	0.801	

The results presented in Table 5 confirm discriminant validity through the application of the Fornell-Larcker Criterion as well as the Heterotrait-Monotrait Ratio (HTMT). The diagonal elements of the Fornell-Larcker matrix are all greater than their respective off-diagonal counterparts, that is, each construct shares more variance with its own indicators than with other constructs. Additionally, all HTMT ratios are less than the 0.85 threshold, further confirming that each construct is distinct from the rest in the model empirically.

Inner Model Assessment

Inner model assessment is a structural relationship measure between latent variables of the SEM-PLS analysis. Some of the key metrics considered are R^2 (Coefficient of Determination), Q^2 (Predictive Relevance), Path Coefficients, and the Significance of Hypotheses.

Coefficient of Determination (R^2)

The R^2 statistic quantifies the proportion of dependent variable variance explained by independent variables, ranging from 0 to 1—increasingly large numbers representing increasing explanation. Consumer Trust's R^2 in this study is 0.672, indicating that 67.2% of its variance is explained by Affiliates, Live Streaming, Viral Videos, and Community Engagement, reflecting moderate explanation. Meanwhile, the R^2 of Brand Value is 0.534, which means that Consumer Trust and the same set of digital marketing tools explain 53.4% of the variance of Brand Value, with a remarkable explanatory capacity. The outcomes prove the high predictive validity of the proposed model.

Predictive Relevance (Q^2)

The Q^2 value obtained by the Stone-Geisser criterion quantifies predictive relevance of the model, whereby values greater than 0 will indicate an acceptable predictive ability. For the study, the Q^2 value for Consumer Trust is 0.48 and for Brand Value is 0.52, both of which are good predictive relevance. These values ensure that the model possesses a good predictive strength for both constructs, validating the structural model to predict consumer trust and brand value results.

Direct and Indirect Effects

The direct and indirect effects were tested using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, and the interest lay in the interdependencies among digital marketing tools, consumer trust, and brand value. All of the direct effects between affiliates, live streaming, viral videos, and community engagement and consumer trust and brand value were significant statistically. Indirect impacts were calculated to verify the mediating role of consumer trust, which was derived from multiplying path coefficients between each marketing tool and consumer trust, and between consumer trust and brand value. Findings confirm that consumer trust actually mediates the effect of digital marketing tools on brand value.

Table 4. Bootstrapping Testing

Direct Effect			
Hypothesis	Original Sample	t-Statistic	p-Value
H1: Affiliates → Consumer Trust	0.351	4.622	0.000
H2: Live Streaming → Consumer Trust	0.417	5.018	0.000
H3: Viral Videos → Consumer Trust	0.332	4.235	0.000
H4: Community Engagement → Consumer Trust	0.478	5.572	0.000
H5: Consumer Trust → Brand Value	0.522	6.347	0.000
Indirect			
Hypothesis	Original Sample	t-Statistic	p-Value
H1: Affiliates → Brand Value via Consumer Trust	0.182	29.313	0.000
H2: Live Streaming → Brand Value via Consumer Trust	0.218	31.817	0.000
H3: Viral Videos → Brand Value via Consumer Trust	0.173	26.833	0.000

H4: Community Engagement → Brand Value via Consumer Trust	0.240	35.351	0.000
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Table 5 reading reveals that all the concerned direct effects are significant, with p-values below 0.05, indicating that affiliates, live streaming, viral video, and community each have a positive influence on consumer trust. Additionally, consumer trust also significantly influences brand value, which verifies the suggested hypotheses. The indirect effects are also significant, and they corroborate that consumer trust is an important mediating variable in the relationship between digital marketing tools and brand value. Within the tools, community engagement has the largest indirect effect on brand value ($\beta = 0.240$), followed by live streaming ($\beta = 0.218$), affiliates ($\beta = 0.182$), and viral videos ($\beta = 0.173$).

Consumer Trust and Affiliates

Evidence reveals that affiliate marketing has a direct and positive effect on consumer trust in Indonesia's market for beauty products. Affiliate marketing is a driving force to shape consumer confidence and brand value via trust and credibility building, especially when affiliates are respectable figures in beauty and wellness sectors. Strategically deployed affiliate marketing can strengthen a brand's market position through an appeal to the trust and social proof presented by affiliates. This aligns with earlier research that suggests the benefits of affiliate marketing as a basis for strong relationships with consumers. Affiliates promoting products to people they've already established a connection with are consequently capable of establishing some level of credibility and trust—two elements which are particularly valuable in the beauty arena, where choices are so strongly influenced by perceived authenticity and social approval.

Besides, studies show that affiliate marketing imposes a big impact on purchasing behavior on online stores such as Tokopedia and has an impact on consumer attitude through word-of-mouth online, particularly on Indonesian Gen Z consumers ([Adriana & Syaefulloh, 2023a](#); [Sari & Rokhmat, 2024](#)). The relationship between affiliate marketing and brand value is mediated by consumer trust, positively constructing brand reputation and enhancing consumer confidence ([Bari & Setiawan, 2023](#); [Yulianti & Keni, 2022a](#)). Influencer credibility—affiliation credibility—is central to trust building that leads to purchase intention and brand loyalty ([Yulianti & Keni, 2022b](#)). Strategically executed, affiliate marketing can significantly increase consumers' perceived quality and brand attitude and is therefore a significant means of adding brand value in competitive industries such as the beauty market ([Adriana & Syaefulloh, 2023b](#); [Yulianti & Keni, 2022b](#)). In the midst of rapid developments in digital marketing, measuring consumer trust has become a challenge in itself. The dynamic digital environment, the existence of fake reviews, and biased algorithms can indirectly influence consumer perceptions. Therefore, strategies to build trust must be accompanied by strong verification and transparency systems to ensure the authenticity of the information received by consumers.

Live Streaming and Consumer Trust

The direct impact of live streaming on customer trust is one of the most robust of the digital marketing tools reviewed here, particularly in the Indonesian beauty product industry. This finding is congruent with previous research that supports the growing popularity of live streaming as a tool for real-time interaction and communication. Live streaming gives the industry an interactive medium through which beauty firms can launch their products in a genuine and applied manner such that consumers can ask questions and receive immediate feedback—factors that significantly reduce perceived risk and establish trust ([Faiza & Rachman, 2024a](#); [Herlina & Wilujeng, 2024](#); [Sukmawati et al., 2023a](#)). Research ensures that platforms like TikTok have a positive impact on consumer trust due to the live sessions that emulate face-to-face engagement, fostering more consumer confidence.

In addition, the real and interactive nature of live streaming not only enhances trust but also positively influences purchase intentions, with trust as the mediating factor ([Faiza & Rachman, 2024b](#); [Susanti & Adha, 2023a](#)). For the cosmetics industry, live streaming can provide in-depth product descriptions and enhance the consumer perception through the streamer's credibility and performance ([Susanti & Adha, 2023b](#); [Wang & Liu, 2022a](#)). Therefore, live streaming indirectly contributes to brand value by increasing trust and purchase decision-making. Indirect live streaming impact on brand value through trust highlights the strategic position of live streaming in Indonesia's rapidly expanding beauty sector, where brand visibility, customer engagement, and authenticity online are indispensable for long-term existence ([Sukmawati et al., 2023b](#); [Wang & Liu, 2022b](#)). Many consumers say they feel more confident about purchasing a product after seeing a live demonstration via live streaming. Real-time interaction with the host provides a sense of transparency and authenticity that is difficult to match with other promotional media, thereby building stronger trust in the brand.

Consumer Trust and Viral Videos

In the present study, though viral videos have a direct impact on consumer trust, the impact is relatively weaker in comparison to live streaming and community engagement. This indicates that though viral videos are effective in attracting the audience and viewers with engaging or emotionally stimulating content, they may not always generate the same degree of trust as dynamic, live communication. Nevertheless, the secondary impact of viral videos on brand worth through consumer trust guarantees their continued significance in influencing brand perception in the beauty product industry. Viral advertising has proven to have a powerful effect on consumer trust by shaping consumer perceptions and brand confidence ([Suciati & Moeliono, 2021](#); [Susilowati, 2018](#)), with quantifiable effects in some cases. In addition, studies reveal that viral marketing is a key contributor to the decision to purchase with a determination coefficient of 0.570, suggesting that viral content and trust Combined explain 57% of the variance in consumer decision-making ([Sabila & Lazuardy, 2024a](#)).

Despite their strengths, viral videos often create short-term buzz rather than sustained consumer engagement. While highly effective in showcasing new product launches, trends, or user-generated

content, viral marketing's impact on long-term consumer trust may be less robust compared to more interactive strategies like live streaming and community engagement ([Sabila & Lazuardy, 2024b](#)). Comparatively, live interactions tend to foster deeper emotional connections and brand loyalty. However, when integrated with other tactics such as brand ambassadors and catchy taglines—as has been seen in the success of Avoskin beauty products—viral videos can play a substantial role in purchasing decisions ([Parasari et al., 2023](#)). Thus, while viral content may not by itself generate enduring trust, it has complementarity with other online marketing tactics that makes it a valuable component in the overall strategy for building brand value. Although viral videos are highly appealing and capable of reaching a wide audience quickly, this approach often lacks depth in building consumer trust. The absence of two-way interaction reduces opportunities to build meaningful relationships, making community-based strategies more effective for building long-term loyalty.

Consumer Trust and Community Involvement

Community involvement was the most significant impact factor in this study, with highest direct effect on consumer trust and highest indirect effect on brand value. This finding demonstrates the sheer significance of community involvement in the beauty care product industry, particularly in the Indonesian market, wherein consumers are not only looking for high-quality products but also need to feel a sense of belonging and actively connected to the companies they are supporting. Previous research justifies this conclusion, demonstrating that when brands engage with consumer opinions, provide customized content, and champion social causes resonating with values among their constituents, they create more emotional bonds and more trustworthy consumers—ultimately building brand value. The Skintention community, for example, illustrates how participatory culture, content creation, and collaborative problem-solving foster educational and economic benefits, determining the multifaceted value of active participation in the community ([Meilano & Hidayat, 2020](#)).

Customer engagement is a major force behind brand loyalty as it allows the construction and maintenance of genuine, trust-based relationships that engender loyalty and supports long-term brand success, especially in the fast-moving beauty industry of Indonesia ([Sudirjo et al., 2024a](#)). Influencer marketing and personal branding strengthen this bond as it constructs a distinct and concrete personality brand that the target market can relate to ([Rachmawati, 2024; Sudirjo et al., 2024b](#)).

Community-based campaigns such as #GlowWithCommunity from a local beauty brand successfully increased customer loyalty through interactive activities such as online challenges, product discussions, and Q&A sessions. This kind of engagement creates a sense of belonging that strengthens emotional ties with the brand.

The Role of Consumer Trust in Brand Value

The role of consumer trust mediation between digital marketing tools and brand value. Trust has a strong direct influence on brand value, especially in the Indonesian beauty market, which is highly concerned with authenticity, quality, and product image. Trust acts as a bridge that strengthens the effect of digital strategies such as influencer marketing and online reviews on consumer behavior. In Solo, for example, [Jati et al. \(2024\)](#) found that online review and digital marketing significantly shape brand trust and influence purchase decisions. Similarly, in Polewali Mandar Regency, influencer advertising significantly contributed to variation in trust among customers and brand loyalty, highlighting the pivotal position of trust in the success of online marketing ([Aldi & Adisaputra, 2024b](#)).

Moreover, specific strategies like influencer marketing heavily rely on perceived influencers' credibility and content quality to build trust, thereby mediating its influence on purchase intentions ([Hoang & HUA, 2024](#)). Bali, too, has shown product quality and e-WOM to have positive influence on brand trust, which ultimately influences natural cosmetics consumer choices ([Sintiadewi et al., 2024](#)). But sustainable trust goes beyond the fulfillment of utility promises—it involves communicating concern and consistency with consumer values to generate long-term credence and allegiance ([Mckinney & Benson, 2013](#)). The indirect effects realized in this study underscore that trust-building strategies such as live streaming, affiliate marketing, viral video, and community involvement play an important role in adding value to a brand. This means that online marketing efforts to develop long-term relationships and establish consumer trust are more effective at creating brand equity than efforts that concentrate solely on short-term promotion campaigns.

Practice Implications

Practice implications of this research for beauty firms in the Indonesian market revolve around the importance of the value of trust in the consumer to gain optimal brand value. Live streaming and communal activities are prime areas that need to be given prominence, considering that they offer authentic and face-to-face human interaction that is central to building trust. Besides, the strategic use of affiliates can lend credibility, particularly when targeting niche markets or through influencer brands having loyal followings. Though viral videos are successful in generating visibility and engagement, the campaigns must be followed up by consistent, trust-building efforts to establish long-term consumer allegiance and fortify total brand equity.

Limitations and Future Research

Even though this research offers insightful suggestions, it has some limitations that must be noted. The sample is only Indonesian consumers, which could limit external validity of the results to other countries that possess differing cultural settings. Future research could broaden the scope to include

other Southeast Asian countries in order to test regional variation in the effectiveness of digital marketing instruments. In addition, further research may examine alternative potential mediating variables, including perceived quality or brand satisfaction, to identify the mechanisms through which digital marketing affects brand value more comprehensively.

CONCLUSION

This study emphasizes the core role played by digital marketing methods in establishing consumer trust and brand value within Indonesia's beauty sector. Affiliates, live streaming, viral videos, and community interaction all significantly impact consumer trust, with community interaction being the most critical factor. The mediating role of consumer trust highlights its centrality in converting marketing efforts into real brand value. Key findings indicate that affiliates deliver credible and personalized recommendations, live streaming facilitates transparency and real-time discussion, viral clips enhance brand awareness and emotional involvement, and community participation fosters loyalty through experiential involvement. Such findings underscore the imperatives for open communication, interactive strategies, and active consumer involvement in building confidence and enduring brand equity. As the nature of online marketing continues to shift, strategically employing these tools will be key to beauty firms wanting to remain afloat in Indonesia's expanding market.

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