

## ABSTRACT

*The rapid development of digital marketing has encouraged premium beauty brands to adopt interactive channels such as live streaming and electronic word-of-mouth (E-WOM). This study aims to analyze the influence of live streaming and E-WOM on impulse buying as well as brand image among Kérastase consumers. A quantitative approach was employed using Structural Equation Modeling (SEM) with AMOS. Data were collected through questionnaires distributed to 168 respondents who are users of Kérastase products in Indonesia.*

*The findings reveal that live streaming and E-WOM have a positive and significant effect on both impulse buying and brand image. Brand image was also found to positively influence impulse buying and acts as a mediating factor, although the indirect effect is relatively weaker compared to the direct effect. These results emphasize that interactive digital marketing strategies remain crucial, not only in driving direct impulse purchases but also in strengthening brand image, which in turn fosters consumers' impulse buying tendencies.*

*From a managerial perspective, premium brands such as Kérastase should design live streaming strategies that are communicative and persuasive, while effectively managing E-WOM to reinforce brand image and ethically stimulate consumer impulse buying.*

**Keywords:** *live streaming, electronic word-of-mouth (E-WOM), brand image, impulse buying, Kérastase.*

