

THE INFLUENCE OF LIVE STREAMING AND MATERIALISM ON PURCHASING DECISIONS FAST FASHION PRODUCTS THROUGH HEDONIC MOTIVATION

Raissa Fidela Andriani^{*)1}, Lilik Noor Yuliati^{**)2}, Popong Nurhayati^{*)3}

^{*)}School of Business, IPB University
Jl. Padjajaran, Bogor 16151, Indonesia

^{**)}Department of Family and Consumer Sciences, Faculty of Human Ecology, IPB University
Jl. Kamper, IPB Darmaga Campus, Bogor 16680, Indonesia

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ABSTRACT

Background: Live streaming is a feature where sellers promote shops and products directly to buyers which can influence consumer's materialistic nature and hedonic motivation and might impact on purchasing decisions.

Purpose: The objectives of this research include identifying segments of Shopee live streaming users, analyzing the influence of live streaming and materialism on hedonic motivation variables and purchasing decisions for fast fashion products, and finding out how to manage live streaming to increase purchasing decisions for fast fashion products.

Design/methodology/approach: The analytical method used was SEM-PLS and the data obtained was 213 samples by quantitative descriptive methods.

Findings/Result: The research results show that the live streaming and materialism variables have a significant positive influence on the hedonic motivation variable and purchasing decisions for fast fashion products. This is because the materialism indicator is closely related to the hedonic motivation indicator, so it supports consumers in making purchasing decisions on live streaming platforms. The live streaming variable has a direct influence on the purchasing decision variable.

Conclusion: The recommendation for MSMEs in the fashion sector, it is hoped that they can take advantage of the features available on Shopee in implementing product marketing through e-commerce.

Originality/value (State of the art): This is the first time someone has used the SEM-PLS method to describe the relationship between factors and analyze factors on purchasing decisions.

Keywords: fast fashion, hedonic motivation, live streaming, materialism, purchasing decision

¹ Corresponding author:
Email: fdlaraissa@apps.ipb.ac.id

INTRODUCTION

The development of fashion trends follows the market demand which is in line with changes in fashion trends from slow fashion to fast fashion (Suprpto et al. 2021). Fast fashion is defined as the phenomenon of fashion trends that change rapidly and are produced with many ready-to-wear concepts (Dehotman, 2017). The fast fashion model uses low quality raw materials so they don't last long, which will give rise to opportunities to run businesses in the fashion sector that are effective and efficient and easily accessible to consumers online. This phenomenon creates opportunities to run businesses in the fashion sector that are effective and efficient and easily accessible to consumers online.

In 2022, the communications and information technology sector will have a lot of influence on the fashion subsector says the Central Statistic Agency. This will increase the contribution of the creative economy through live streaming platforms. Live streaming is used as a marketing tool for a product and to convey product information which is followed by viewers shopping and making transactions by making purchases (Sun et al. 2019). The increasing number of fashion product live streamers has resulted in increasingly tighter online business competition. Businesspeople in the e-commerce sector are competing to create more innovative marketing methods to increase purchasing decisions on their digital platforms (Wongkitrungrueng et al. 2020).

There are three e-commerce platforms with the most use, this is based on the results of a survey conducted by the public. Populix (2023) the three e-commerce platforms with the most users are Shopee (61%), Tokopedia (22%), TikTok Shop (9%) and Lazada (7%). E-commerce companies are starting to emerge and make it easier for consumers to make purchasing decisions. Due to the high interest of consumers in using the Shopee application, more and more people are flocking to sell and become live streamers by sacrificing capital or previous jobs. However, this effort is not necessarily successful due to the decline in sales figures caused by rapidly changing fashion trends. This is a very big risk if many people do not research their sales strategies.

This is an effort by the Shopee account owner to formulate a strategy through consumer purchasing decisions which states that a series of factors underlie

consumers to buy and use a product (Irfan, 2024). Fashion purchases do not often require thorough problem solving so they could be purchased spontaneously (Djafarova et al. 2021). Fashion category in purchasing decisions could be influenced by three factors: (a) marketing activity factors by producers; (b) individual consumer differences; (c) consumer environmental and consumer decision models, one of which is influenced by marketing strategy. The consumer decision-making model starts with recognizing needs, then searching for information, evaluating alternatives, recovering, and ending with consumer satisfaction (Sumarwan, 2017).

Purchasing decisions arise because of changes in consumers values and lifestyles (Berman, 2013). On the other hand, purchasing decisions are also closely related to consumer psychology, namely hedonic motivation (Prawira, 2015). Consumer psychology can be a major factor in shopping on social media platforms. The factors that influence consumer purchasing decision behavior are not only marketing efforts carried out by Shopee account owners, but there are several parts that can influence consumer purchasing decision behavior as well as the power of live streaming. Boling et al. (2014) argue that environmental factors such as internet knowledge, income, and education level are the strongest indicators and can influence consumer purchases, especially when watching live streaming.

Live streaming sales are one of the features used by sellers to carry out promotions and interact directly with potential consumers (Faradiba, 2021). Based on the results of research conducted by Databoks (2023), Shopee take the highest percentage as an application providing live streaming features with 83.4% of users.

This might influence consumers materialistic nature and hedonic motivation, and lead to purchasing decisions (Teguh, 2021). Live streaming can influence characteristic materialism consumers (Winatha, 2018). The nature of materialism provides a certain value of luxury and satisfaction. Materialism provides a certain value of luxury and satisfaction. Likewise, hedonic motivation to consume or own a fast fashion product encourages consumers to make purchasing decisions (Ahmad et al. 2015). Holbrook (2012) stated that consumers' desire for hedonic value in purchases leads to purchasing decisions. The higher the level of hedonic motivation in consumer purchases, the higher the level of purchasing decisions, especially on social networks or in e-commerce.

Such as study from Saputra (2022), the results it was found that live broadcast sales have an influence on online consumer trust and have a positive impact on purchasing decisions. Meanwhile, a study from Cantikasari (2022) shows that hedonic motivation influences purchasing decisions because when students shop only to fulfill their own pleasure and satisfaction, they find the product they want.

The purpose of this research is to identify segments of live streaming users on Shopee, analyze the influence of live streaming and materialism on hedonic motivation variables and purchasing decision behavior for fast fashion products, analyze the influence of materialism and hedonic motivation on purchasing decisions for fast fashion products and formulate ways to manage live broadcasts for increase purchasing decisions on fast fashion products.

METHODS

This research was conducted in September - December 2023. The research will take several respondents of Shopee users in the Jabodetabek area as it occupies 11.3 million users (Kompas, 2023). This research uses primary data obtained through an online questionnaire using Google Forms for consumers who use Shopee at least once a day.

This research uses a voluntary sampling technique with the respondents being Gen Z aged 17 to 26 years who use Shopee. The sample size in this study refers to the Monte Carlo Theory which concludes that the minimum sample size required to reduce bias in all types of SEM (Structural Equation Modeling) estimates is 200 (Loehlin, 1998). Therefore, with a total of 213 samples, it can increase the accuracy of the SEM-PLS estimation results.

This research consists of variables (X) are live streaming, materialism and hedonic motivation. Independent variables and one variable (Y) purchasing decisions which are included as dependent variables. The live streaming is features that offer goods or services directly in e-commerce using interactive communication and variable consists of 7 indicators (Batee, 2019), the Materialism is perceptions about a person is outlook on life regarding the importance of material possessions and variable consists of 7 indicators (Richins et al. 1992), the hedonic motivation is actions that move

consumers to be able to fulfill the need for pleasure and material enjoyment as the main goal in life and variable consists of 9 indicators (Utami, 2010), the purchasing decision is consumer actions to determine the choice of goods that are considered the best through processes including decision recognition, information search, alternative evaluation, determining the product they buy and evaluating it and variable consists of 8 indicators (Kotler et al. 2011).

The data analysis and processing technique in this research uses descriptive analysis to analyze the characteristics of respondents and indicators for each research variable, top two boxes to find out the percentage of respondents who gave answers that agreed or disagreed with each indicator (Budhiastuti, 2018). The level of agreement was measured using a Likert scale, with a score range of 1-5. A score of 1 indicates strongly disagreement, and a score of 5 indicates strongly agree.

SEM analysis is implemented to provide causal explanations in estimating statistical models. The SEM-PLS path model consists of two sub-models, namely a structural model (inner model) and a measurement model (outer model). The structural model explains the relationship between latent variables which are built based on the substance of the theory. In contrast, the measurement model explains the correlation between latent variables and their indicators (Hair et al. 2021).

The hypotheses in this research are:

- 1) H1: Live streaming has a positive effect on hedonic motivation for fast fashion products.
- 2) H2: Materialism has a positive effect on hedonic motivation for fast fashion products.
- 3) H3: Materialism has a positive effect on purchasing decisions for fast fashion products.
- 4) H4: Live streaming has a positive effect on purchasing decisions for fast fashion products.
- 5) H5: Hedonic motivation has a positive effect on purchasing decisions for fast fashion products.

The emergence of Shopee e-commerce provides consumers with a choice of online shopping platforms with fashion products being the first product category most frequently purchased through Shopee. The fashion products being the best-selling product, as well as identifying the influence of live streaming and materialism on purchasing decisions for fast fashion products through hedonic motivation. The next goal is to identify the Shopee live streaming user segment. The

results of the collection based on these variables will be processed using SEM analysis. The final objective of the research is to manage live streaming and improve purchasing decisions for fast fashion products from the results of SEM analysis and descriptive analysis.

RESULTS

Respondent Characteristics

Most respondents who use the Shopee application are dominated by women, this is in line with the Ginee (2022) survey which states that the ratio of female to male users on Shopee is 68:32. The majority of respondents domicile came from DKI Jakarta, according to the Ginee (2022) survey of regarding data, the largest number of Shopee users in Indonesia in 2021

are the people of Jakarta. Shopee users are dominated by aged 19–23 years, these results are in line with Ginee (2022) survey who stated that the average age of Shopee users in Indonesia is in the range of 18-24 years. The highest educational level is a high school and university students, this is in line with Nugroho et al. (2015). The average monthly income of respondents is mostly in the range of IDR1,000,000 – IDR3,000,000 which is classified as upper middle category. Based on this research, the Shopee live streaming is the most frequently visited online purchasing platform in the fashion and accessories category. The reason for shopping through Shopee which is often visited is because there are lots of discounts. The most popular promotional program for shopping at Shopee is free shipping. The payment method most often used for shopping at Shopee is bank transfer. Characteristics of online purchasing behavior in Table 1.

Table 1. Characteristics of online purchasing behavior

Online Purchasing Behavior	Category	Amount	Percentage (%)
What e-commerce application do you most often use for online shopping besides Shopee?	Tiktok	101	47.8
	Tokopedia	35	16.7
	Lazada	23	10.0
	Instagram	54	25.6
When watching a live broadcast. how long do you need?	Fashion	65	31.1
	Culinary	23	10.0
	Gadgets	85	40.0
	Household tools	33	15.6
	Etc	7	3.3
When watching live broadcasts. where do you usually go?	Cheaper price	52	24.4
	Lots of discounts / promos.	64	30.0
	Reviews from other consumers.	30	14.4
	Easy return policy.	0	0.0
	Can be done anywhere.	19	9.0
	Easy to compare items.	26	12.2
	Faster / more practical.	19	8.9
The products most frequently purchased via Shopee live broadcasts	Etc	3	1.1
	Free shipping.	81	37.8
	Price discount.	57	26.7
	Discount voucher.	16	7.8
	Buy one get one.	4	2.2
How many items were purchased while watching the Shopee live broadcast?	Cashback	55	25.6
	E-Wallet	23	11.1
	Bank Transfer/Virtual Account	63	30.0
	Minimarket Store	4	2.2
	Pay Later	38	17.8
	Debit Card	7	3.3
	Credit Card	23	10.0
Cash on Delivery (COD)	55	25.6	

Respondents who watched live streaming on the Shopee platform only once a day were with duration of 1-3 minutes a day. The place that respondents often use to watch is at home. The main thing that users do is to buy products on live streaming with a frequency share of fashion products. The types of goods usually purchased were asked as well as the number of items purchased with the result of respondents purchasing 1 item. Characteristics of the behaviour live streaming user in Table 2.

Descriptive Analysis

Most respondents stated that live streamers had extensive knowledge in explaining products. The live streamer explains the product honestly for account reputation trust which means that not everyone believes that sellers are reviewing their products honestly.

Respondents stated that buying an item with a certain brand can impress other people and thought that they would feel happy if they could buy and own expensive branded goods, indicating that not many respondents agreed with the reason why they could not buy them. There is an interesting as most female respondents did not pay attention, or count the number of items to basket/buy

Most respondents stated that they enjoyed looking for discounts when shopping on live streaming and when shopping on live streaming Interestingly, it turns out that most respondents do not agree with the indicator of shopping to relieve stress, perhaps for respondents whether shopping or not does not affect stress levels, as evidenced by the percentage who agree at 24% with the indicator shopping can relieve stress.

Table 2. Characteristics of the behaviour live streaming user

Live Streaming User Behaviour	Category	Amount	Percentage %
How often do you watch live broadcasts in a day?	once	136	58.9
	2 - 4 times	85	36.7
	5 – 7 times	10	4.4
	> 7 times	0	0.0
When watching a live broadcast, how long do you need?	< 1 minute	46	20.0
	1 - 3 minutes	99	43.0
	3 – 5 minutes	49	21.1
	> 5 minutes	37	15.6
When watching live broadcasts, where do you usually go?	Home	85	36.7
	Trip / Travel	59	25.6
	Office	23	10.0
	School	15	6.7
	Public Places	20	9.0
	Etc	29	12.2
The products most frequently purchased via Shopee live broadcasts	Fashion and Accessories	46	20.0
	Health and Beauty	36	15.6
	Credit Phones and Vouchers	2	1.1
	Household appliances	28	12.2
	Gadgets and Accessories	35	14.4
	Toys	18	7.8
	Food and Drink	16	6.7
	Children and Baby Equipment	20	8.9
	Electronics	23	10.0
	Office and Study Equipment	7	3.3
Etc	0	0.0	
How many items were purchased during the Shopee live broadcast?	1 pc	94	44.4
	1-3 pcs	78	36.7
	>3 pcs	59	18.9

Most respondents looked for product information through live sales streaming when going shopping and will continue to shop on live streaming later in the day. It can be concluded that more than half of consumers who shop on live streaming platforms will shop again. Evaluating several products after comparing the results of reviews on live streaming sales was widely approved by respondents.

SEM-PLS Analysis

1. Outer Model

Evaluation of the measurement model or outer model is carried out to test validity and reliability. Analysis at this stage has the function of showing the relationship between manifest variables or variable attributes that represent latent variables for measurement. The first stage in the outer model is to evaluate convergent validity which consists of a loading factor test. The next stage is to evaluate through construct reliability which consists of composite reliability, Cronbach's alpha and Average Variance Extracted (AVE), and finally through discriminant validity.

The loading factor score is the magnitude of the correlation between each indicator and its construct. A loading factor value >0.7 can be said to be ideal,

meaning that the indicator can be said to be valid as an indicator for measuring the construct. However, standardized factor loading values above 0.5 are also acceptable. Meanwhile, standardized factor loading values below 0.5 can be removed from the model (Chin, 2000). The initial model for this research consisted of 30 indicators, then from the initial outer loading results two indicators were removed or bootstrapping was applied. After bootstrapping, two indicators were bootstrapped or deleted because they had an outer loading value <0.5 , including SL6 and PK8. Therefore, the total number of indicators maintained is 28 indicators, as shown in Figure 1.

The validity test in the measurement model is to look at the value of the Average Variance Extracted (AVE). According to Ghazali (2016), the requirement for the validity test value of the AVE is > 0.5 to show a right measure of convergent validity. Meanwhile, an $AVE < 0.5$ indicates that the variable is considered inadequate because it has more error variance. The Average Variance Extracted (AVE) value in this study is presented in Table 3. The AVE value after the bootstrapping process for each latent variable is > 0.5 . This shows that the variance captured by each latent variable in this study was greater than the variance produced by measurement error.

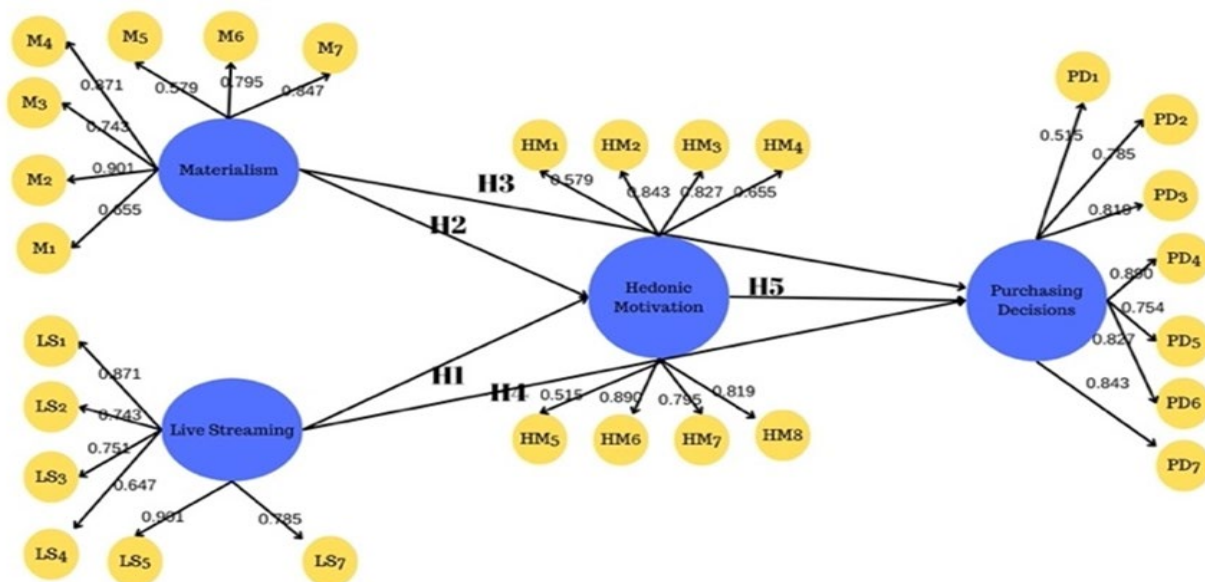


Figure 2. Loading factor score in SEM-PLS Model

After the latent variable is declared valid, the next step in the measurement model is evaluating construct reliability which consists of composite reliability and Cronbach's alpha. In accordance with Hair et al. (2021), the lowest limit for Cronbach's alpha value is 0.6 while the composite reliability value is 0.7. The Cronbach's alpha and composite reliability values of this research can be presented in Table 4.

2. Inner Model Evaluation

Evaluation of the structural model (inner model) is carried out by looking at the R-square value. According to Chin (2000), the R-square value has a criteria range of >0.67 as a strong category, a value >0.33 as a moderate category, and a value of 0.19 as a weak category.

Based on Table 5, it is known that the R-Square value in the final research model for the Hedonic Motivation (MH) variable is 0.413 and the Purchase Decision (KP) variable is 0.591, which is included in the moderate category. This explains that the variability of the hedonic motivation (MH) construct can be explained by the variability of the Live Streaming (SL) and Materialism (M) constructs of 41.3%. Purchasing Decision (KP) variability can be explained by the variability of the live streaming (SL), materialism (M), and hedonistic motivation (MH) constructs of 59.1%.

Hypothesis Test

The Effect of Live Streaming on Hedonic Motivation

Hypothesis 1 states that the effect of live streaming on hedonic motivation has a t-statistic value of 6.296, which means it meets the significant requirements (>1.96) (Bahreen, 2018) (Table 6). Meanwhile, based on the original sample value of the live streaming variable on the hedonic motivation variable, it is 0.517 or has a positive value, so the live streaming variable has a positive effect on the hedonic motivation variable. Thus, the live streaming variable has a significant positive influence on the Hedonic Motivation variable, therefore hypothesis 1 is declared accepted.

Respondents in this study considered that live streamers had expertise in directing consumers to buy products. Respondents believe live streamers explain products honestly to trust the account's reputation. Generally, live streamers are willing to provide direct feedback/communication between viewers and streamers. The ability of live streamers to create social networks in a live streaming environment and live streamers can make viewers focus on buying. In line with Daniel (2021), the AISAS model makes it possible to explain behavior in live streaming and research by Pradika and Sumardjijati (2023) shows that live streaming is used as a tool to increase consumer attention.

Table 3. Average Variety Extracted (AVE) Score in SEM-PLS Model

Code	Latent Variable	AVE after bootstrapping
LS	Live streaming	0.760
M	Materialism	0.665
HM	Hedonic motivation	0.737
PD	Purchasing Decisions	0.712

Table 4. Cronbach's Alpha and Composite Reliability Value in SEM-PLS Model

Latent Variable	Cronbach's Alpha	rho_A	Composite Reliability
Live Streaming	0.957	0.956	0.961
Materialism	0.901	0.902	0.905
Hedonic Motivation	0.821	0.823	0.868
Purchasing Decisions	0.809	0.813	0.836

Table 5. Analysis of the Coefficient of Determination R-Square Value

Latent Variable	R-Square	(%)
Hedonic motivation	0.413	41.3
Purchasing Decisions	0.591	59.1

The Influence of Materialism on Hedonic Motivation

Hypothesis 2 states that the influence of materialism on hedonic motivation has a t-statistic value of 6.504, which means it meets the significant requirements (>1.96) (Table 6). Meanwhile, based on the original sample value of the materialism variable on the hedonic motivation variable, it is 0.433 or has a positive value, so the materialism variable has a positive effect on the hedonic motivation variable. Thus, the materialism variable has a significant positive influence on the hedonic motivation variable, therefore hypothesis 2 is declared accepted.

Respondents consider shopping to be an important achievement and do not pay attention to or count the number of items purchased. Most respondents also buy several things to enjoy life and feel happy if they can buy and own expensive things. Some respondents thought that the number of items purchased indicated success and that buying an item of a certain brand could impress other people. This is in line with research according to Nainggolan (2020) that materialism influences consumers hedonic motivation, where hedonic motivation reflects a person choice in spending their time and money. increasing hedonic motivation.

The Influence of Materialism on Purchasing Decisions

Hypothesis 3 states that the influence of materialism on purchasing decisions has a t-statistic value of 4.885, which means it meets the significant requirements (>1.96) (Table 6). Meanwhile, based on the original sample value of the materialism variable on the hedonic motivation variable, it is 0.400 or has a positive value, so the materialism variable has a positive effect on the hedonic motivation variable. Thus, the materialism variable has a significant positive influence on the purchasing decision variable, therefore hypothesis 3 is declared accepted.

Respondents consider that they understand their needs in watching live streaming sales and feel satisfied as it suits their needs or interests. Respondents decided to watch live streaming sales because they needed detailed product explanations and decided to shop in the live streaming feature because the products were clearly explained. Generally, respondents also look for product information through live sales streaming when going shopping. Some respondents evaluate a product after comparing the results of reviews on live streaming sales and feel satisfied after shopping on the live streaming feature. In line with research conducted by Anggriani et al. (2021) which shows that materialism has a positive contribution and influence on purchasing decisions. This is in line with research according to Cantikasari et al. (2022), that this hypothesis is supported by materialism, and influences purchasing decisions.

Table 6. The results of the process bootstrapping and hypothesis test

Hypothesis	Original sampel (O)	T Statistics (O/STDEV)	P Values	Significance Level	Decisions
H1 LS (Live streaming) → HM (Hedonic motivation)	0.517	6.296	0.000	Significant	Accepted
H2 M (Materialism) → HM (Hedonic motivation)	0.433	6.504	0.000	Significant	Accepted
H3 M (Materialism) → PD (Purchasing Decisions)	0.400	4.885	0.000	Significant	Accepted
H4 HM (Hedonic motivation) → PD (Purchasing Decisions)	0.359	4.424	0.000	Significant	Accepted
H5 LS (Live streaming) → PD (Purchasing Decisions)	0.416	5.133	0.000	Significant	Accepted

Table 7. Spesific indirect effect

Variable	Original sampel (O)	T Statistics (O/STDEV)	P Values	Decisions
Live Streaming → Hedonic Motivation → Purchasing Decisions	0.200	3.097	0.368	Accepted
Materialism → Hedonic Motivation → Purchasing Decisions	0.098	3.155	0.217	Accepted

The Influence of Hedonic Motivation on Purchasing Decisions

Hypothesis 4 states that the influence of Hedonic Motivation on purchasing decisions has a t-statistic value of 4.424, which means it meets the significant requirements (>1.96) (Table 6). Meanwhile, based on the original sample value of the hedonic motivation variable on the purchasing decision variable, it is 0.359 or has a positive value, so the hedonic motivation variable has a positive effect on the purchasing decision variable. Thus, the hedonic motivation variable has a significant positive influence on the purchasing decision variable, therefore hypothesis 4 is declared accepted.

Respondents considered that shopping on the live streaming feature was an adventure and a pleasure. Respondents decided to watch live streaming sales because they like looking for discounts and enjoy hunting for bargains when shopping on the live streaming feature. Generally, respondents shop on live features to keep up with trends and enjoy shopping on live features for families. Some respondents felt that shopping on the live streaming feature made me feel like I was in my universe and when I was in a bad mood, they shopped on the live streaming feature to make me feel better and make it something special. This is in line with research by Solihin et al. (2022), it can be concluded that Hedonic Motivation has a positive and significant effect on online purchasing decisions at Shopee.

The Effect of Live Streaming on Purchasing Decisions

Hypothesis 5 states that the influence of live streaming on purchasing decisions has a t-statistic value of 5.133, which means it meets the significant requirements (>1.96) (Table 6). Meanwhile, based on the original sample value of the materialism variable on the hedonic motivation variable, it is 0.416 or has a positive value, so the live streaming variable has a positive effect on the purchasing decision variable. Thus, the live streaming variable has a significant positive influence on the purchasing decision variable, therefore hypothesis 5 is declared accepted. Respondents in this study thought that the purpose of shopping on live streaming was to communicate directly with the streamer to ask about the product to be purchased. Respondents decided to watch live streaming sales because they expected the

streamer to explain the product honestly. This is in line with research by Rahmayanti et al. (2023) which revealed that live broadcasts have a positive effect on purchasing decisions.

Mediation Model Test

The mediation model test was carried out to measure the relationship between exogenous and endogenous latent variables through connecting or mediating variables. The mediator variable tested in this study is hedonic motivation. In this test, the significance of the indirect effect obtained from the bootstrapping results is measured. The indirect influence between the live streaming variable and purchasing decisions mediated by hedonic motivation is significant and the indirect influence between the materialism variable and purchasing decisions mediated by hedonic motivation is significant (Table 7). This can be interpreted that hedonic motivation acts as a mediator between live streaming and purchasing decisions and materialism and purchasing decisions.

Managerial Implication

This research uses the characteristics of respondents and the results of SEM-PLS analysis as the basis for formulating managerial implications. Managerial implications are suggestions for strategic analysis for MSMEs in the fashion sector because it is strategic in creating jobs, growing new businesses, and helping national GDP (Arif, 2022). In formulating managerial implications, input - process - output analysis is used.

The live streaming and materialism variables have a positive and significant influence on the hedonic motivation variable. The author recommends that MSMEs in the fashion sector use the Shopee live streaming platform as e-commerce to sell these MSMEs products. The fashion and accessories category has the highest market. For fashion sales through Shopee, MSMEs players are advised to have the right catalog with the target product and market. The supporting information that allows it to be displayed includes quality, size, raw materials, and quantity. Selling via Shopee is also recommended as it is considered a practical platform for buying and selling activities using just one application.

Based on the seller's point of view, The key to successful shopping through live shopping lies in the streamer, consumer trust in the streamer if the streamer can touch the emotions of the live shopping audience. (Dong et al. 2022). Several positive things about consumer responses can be used as a basis for selling, such as how to introduce products professionally and provide interesting information about a product. For this reason, a host is required to always improve their competence and the quality of the live stream. Therefore, it is concluded that the key to a successful livestream is the host.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The characteristics of respondents who are Shopee live streaming users in this study are dominated by women aged 17-22 years who live in Jakarta. Most respondents have completed their high school with an average monthly income is IDR1,000,000 - IDR3,000,000. Most respondents use the Shopee application for 1–3 minutes every day, with a frequency of once a day. The place where people spend the most time using the Shopee application is home. The pages frequently visited are gadgets and fashion, with the main reason for frequent shopping being the many promos and discounts, the preferred programs include free shipping.

The live streaming and materialism variables have a significant positive effect on the hedonic motivation variable and purchasing decisions for fast fashion products. The materialism and hedonic motivation variables have a significant positive effect on the purchasing decision variable for fast fashion products.

Recommendations

For MSMEs in the fashion sector, it is hoped that they can take advantage of the features available on Shopee in implementing product marketing through e-commerce and consider it as a platform for marketing MSMEs products. This research has several limitations, (1) Fast fashion products tend to be general and difficult to categorize, thus, there are still many respondents who buy products outside the scope of the research which can also explain the general variables in this research. (2) This research does not examine post-purchase behavior, and the data obtained are preferences from

customers, not from members or loyal customers who have consistently shopped on Shopee live streaming. (3) The respondents are too dominated by 17-22-year-olds student status, and it could not fit to represent personal income and expenses. For further research, it is hoped that there will be more research on MSMEs marketing strategies on various platforms that are in line with existing trends.

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