Article

Hedonistic Lifestyles, Fashion Enthusiasm and Flash Sales: Driving Purchase Decisions on Shopee Live

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Abstract: The increasing number of marketplaces that are popping up of course makes companies think about competitive strategies so they can survive and continue to grow. Buyer decision making is influenced by the company's ability to attract buyers, and apart from that it is also influenced by factors outside the company. A hedonic lifestyle can indirectly pressure individual behavior to match or be the same as what their environment does. This research was conducted to analyze each variable, namely Hedonic Lifestyle (X1), Fashion Enthusiasm (X2), and Flash Sales (X3) on purchasing decisions (Y) on Shopee Live. This type of research is quantitative research with the sample size in this research being 100 respondents. The sampling technique used in this research was purposive sampling. The data collection technique used was through a questionnaire. The data analysis techniques used are data instrument testing, classical assumption testing, multiple linear analysis, hypothesis testing, and coefficient of determination. The data obtained was then analyzed using linear regression with the help of SPSS. The research results show that the Hedonic Lifestyle, Fashion Enthusiasm and Flash Sales variables have a significant influence on purchasing decisions on the Shopee Live feature.

Keywords: Hedonistic Lifestyle, Fashion Enthusiasm, Flash Sales Decisions Purchase

1. Introduction

In this digital era, consumer shopping behavior has undergone a significant transformation, especially with the development of e-commerce platforms and online marketing innovations. Technological developments and advances in the flow of information have made it easier for Indonesian people to access all information and other electronic needs through current technology. One use of technological developments that is often accessed by Indonesian people today is the use of marketplace sites (Septiyani, 2024). However, the large amount of competition that exists between marketplaces causes each marketplace to offer promotions to attract consumers to shop amidst intense competition, making consumers more selective in choosing where to shop. Before making a purchasing decision, consumers will make many considerations which are expected to support their decision (Febri Widyasari, 2021) Before making a purchasing decision, consumers will make many considerations which are expected to support their decision. One of the online shopping marketplaces most frequently used by consumers is Shopee.

In Indonesia the Shopee Live feature was launched on June 6 2019. Shopee Live (Surianto, 2021) a new way for sellers to sell while interacting with buyers via live streaming video on the Shopee Application. Shopee's life in Indonesia has improved significantly in the face of these opportune times and conditions. This is proven by e-commerce users in Indonesia, such as Shopee, which uses the live streaming platform as an important promotional tool to encourage order intensity while creating a pleasant live shop experience to increase customer interaction (Nunuk Indarti et al., 2022).
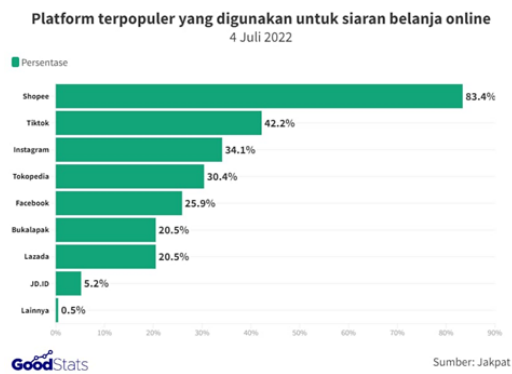
Figure 1. Most popular platforms for watching online shopping live broadcasts (2022)

Based on Figure 1 from Goodstats, Shopee is the most widely used platform for watching live shopping, reaching 83.4 percent. Tiktok, Tokopedia, Lazada, etc. are also competitive. Shopee is the primary choice for users, especially students. Buying decisions often arise because of a large percentage of buyers' interest in Shopee. Shopee Live has proven that shopping can increase sales attractiveness on Shopee. The increase in the number of people who use live streaming shopping in Indonesia has led to the phenomenon of deciding to buy products while watching live stream shopping. (Kinasih & Wuryandari, 2023). Customers' decisions to purchase a product can be influenced by a variety of variables, including internal influences that originate from within them. Based on internal considerations, lifestyle factors also play a significant role in influencing consumers' decision to buy a product. Because of fashion trends, people are driven to follow their feelings of pleasure and keep up with the latest trends as a kind of entertainment (Ummah & Rahayu, 2020). Customers pay extra attention to flash discounts because, in addition to the low price, they must be aware that the offer is only valid for a short period of time. Customers so feel that the Shopee flash sale has been beneficial.

Based on this statement, researchers are interested in knowing the influence of hedonic lifestyle, fashion involvement, and flash sales on purchasing decisions on the Shopee Live feature.

2. Materials and Methods
Research Design

Hypothesis testing is used in this quantitative study to determine the causal relationship between the independent and dependent variables. Both primary and secondary data sources are used in this study. The primary data was obtained by delivering an online survey to respondents who are residents of Jember City and are part of the Shopee Live user community. The data was analyzed using SPSS. Conversely, secondary data sources include literature reviews from books, journals, the internet, and earlier research theses.

Population, Sample, Sampling

The population for this research is Shopee Live users who live in the city of Jember. The sampling method in this research uses non-probability sampling with a purposive sampling technique. The sample taken in this study was the (Lemeshow, 1997), because the exact number of the research population was not known, a sample calculation using the Lemeshow formula was used. Based on this formula, the minimum sample size required in this study was 96 respondents and would be rounded up by the researcher to 100 respondents.

The sample used is Shopee Live users domiciled in Jember City with the following criteria:
1. The minimum age of respondents is 17-50 years
2. Respondents who have shopped for flash sale, Fashion and Lifestyle programs on Shopee Live.

Data Instruments
In testing this research instrument, validity and reliability tests were carried out.

1. Validity test

Validity tests are used to determine whether a hypothesis is true or false (Ghozali, 2011). Comparing the scores for the question and each variable independently is one method that is employed. Using this method, the R-hitung value and the total value of the Pearson Correlation (SPSS) are compared. utilizing the r table value (r table distribution table with 5% or (0.5) importance. The statement item is deemed valid if the computed r value is greater than the r table. Meanwhile, it is deemed invalid if the value of rcount < rtable.

2. Reliability Test

According to (Ghozali, 2018), The process of measuring a questionnaire using indications of a variable or construct is called reliability testing. If respondents to a questionnaire provide consistent, steady responses throughout time, then the questionnaire is considered dependable. In order to gauge the degree of questionnaire reliability, the Cronbach Alpha Test is used in this study. The process involves comparing the r findings to the fixed value of 0.6. When it comes to the reliability test, the r value is sometimes referred to as r alpha. The question is considered reliable if r alpha is greater than the constant (0.6).

Classic Assumption Test
In testing this research instrument, normality tests, multicollinearity tests and heteroscedasticity tests were carried out.

1. Normality test

According to (Ghozali, 2018) The normality test aims to test whether in the regression model, the disturbing variables or residuals have a normal distribution, to detect whether the residuals are normally distributed or not, namely by using Kolmogorov-Smirnov statistical test analysis and graphic analysis. The research results are said to be normally distributed or meet the normality test if the Asymp. Sig (2-tailed) residual variable is above 0.05 or 5%. On the other hand, if it is below 0.05 or 5%, the data is not normally distributed or does not meet the normality test.

2. Multicollinearity Test

The purpose of the multicollinearity test is to determine whether a correlation between the independent variables and the regression model exists. The independent variables in a good regression model shouldn't correlate with one another. The other independent variables' variability is measured by tolerance. It follows that a low tolerance value equals a high VIF value (because VIF = 1/Tolerance). A tolerance value of less than 0.10, or equivalent to a VIF of more than 10, is the threshold for multicollinearity. (Ghozali, 2018).

3. Heteroscedasticity Test

According to (Ghozali, 2018) The goal of the heteroscedasticity test is to determine if there is variance inequality between the residuals of different observations in the regression model. It is referred to as homoscedasticity if the variance of the residual from one observation to the next is constant, and heteroskedasticity if it varies. The scatterplot graph between SRESID and ZPRED, where the Y axis represents the predicted Y and the X axis represents the residual (predicted Y – actual Y) that has been studentized, can be used to detect the presence or absence of heteroscedasticity.

Multiple Linear Analysis

The impact of two or more study variables was ascertained using multiple linear regression analysis. This variable is made up of multiple independent variables and one dependent variable. Use the following formula to find the multiple linear regression analysis's value:

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + e$$

Information:

Y   : Buying decision
a   : Bonstant Numbers
b   : Regression coefficient of each variable
X1   : Hedonistic Lifestyle
X2   : Fashion Involvement
X3   : Flash Sale
e   : Standard ErrorHypothesis testing

Partial Test (t Test)

According to (Ghozali, 2018) that the degree to which each independent variable contributes to the explanation of fluctuations in the dependent variable is demonstrated by the t statistical test. You can perform the t test by comparing the sig values. In the following circumstances in the t test with a sig value of 5% (0.05):
1) It can be said that the independent variable partially influences the dependent variable in a significant way if the t test significance value is less than sig α 5% (0.05).
2) It can be said that the independent variable has a largely insignificant impact on the dependent variable if the t test significance value is greater than sig α 5% (0.05).

Analysis of the Determination Coefficient (R^2)

1. Coefficient of Determination

The coefficient of determination test (R^2 test) aims to measure the extent to which the independent variable can explain variations in the dependent variable, either partially or simultaneously. According to (Ghozali, 2018) To evaluate the regression model's goodness-of-fit, one uses the coefficient of determination. This coefficient of determination's value ranges from zero to one ($0 < R^2 \leq 1$). A low R2 value indicates that the independent variables' capacity to explain changes in the dependent variable is severely constrained. But if the value is near to one, practically all of the information required to forecast changes in the dependent variable is provided by the independent variables.

3. Results

The results of the analysis based on the gender of the respondents showed that the number of male respondents was 47 people (47%) and 53 female respondents (53%). Based on age, it shows that out of 100 respondents the most were in the age range 17-25 years amounting to 70 respondents, age 26-35 amounting to 17 respondents, age 36-50 amounting to 13 respondents.

Validity and Reliability Test

In testing validity and reliability, all variables are said to be valid and reliable. This can be seen in the validity test of the variables hedonic lifestyle, fashion involvement, and flash sales showing Rcount > Rtable and Sig < 0.05. Meanwhile, the reliability test was carried out using Cronbach's Alpha, showing that the test results were reliable because the variables hedonic lifestyle, fashion involvement, and flash sales produced an alpha value above 0.60. This shows that all variables have reliable Cronbach alpha values, so that in the future the items in each variable concept are suitable for use as benchmarks or parameters.

Classic assumption test

The classical assumption test of this research was carried out using the normality test, multicollinearity test, and heteroscedasticity. The results of the normality test show a significance value of 0.070 > 0.05, so it can be concluded that the residual value is normally distributed. Apart from that, the results of the multicollinearity test using Collinearity Statistics analysis show a VIF value <10 and tolerance > 0.1, so it is known that there is no multicollinearity in the model. Apart from that, the results of the heteroscedasticity test show that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so it can be concluded that heteroscedasticity does not occur.

Results of Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficients	Sig.	Information
Constant	2,248	0.050	
Hedonistic Lifestyle (X1)	0.171	0.006	Significant
Fashion Enthusiasm (X2)	0.192	0.038	Significant
Flash Sales (X3)	0.302	0.001	Significant

Source: Primary data processed by researchers. 2024

Based on table 2, it can be seen that the variables hedonic lifestyle, fashion enthusiasm, and flash sales show a significant value of less than 0.050, which means that variables X1, X2, X3 have a significant influence on purchasing decisions.

Hypothesis Test Results

In the results of this hypothesis test, only a t test was carried out, it can be seen that the variables hedonic lifestyle, fashion involvement, and flash sales have significant values smaller than alpha 0.05. Thus, the variables hedonic lifestyle, fashion enthusiasm, and flash sales partially influence purchasing decisions.

Coefficient of Determination Results (R2)

From the results of the coefficient of determination (R2), the adjusted R-square coefficient of determination value was 0.504 (50.4%). This means that the ability of the independent variable in this study influences the dependent variable by 50.4%, while the remaining 49.6% is explained by variables other than the independent variable in the study.

Based on the results that have been carried out using linear analysis in the t test, the significance value is less than 0.05, namely for the variableshedonic lifestyle with a significant value of 0.006, fashion involvement with a significant value of 0.038 and flash sales with a significant value of 0.001. So it is stated that H1, H2, and H3 are accepted.

4. Discussion

The Effect of Hedonic Lifestyle on Purchasing Decisions on Shopee Live Features

Hedonic lifestyle has a positive relationship. This can prove that the higher the activity, the more it will encourage purchasing decisions on the Shopee Live feature. Shopping is often considered a fun and entertaining activity for people who live a hedonistic lifestyle. Increasing public interest in shopping behavior will increase consumer purchasing decisions. The results of this research are in line with the research conducted (Parameswari et al., 2023) The results show that there is a significant influence between the Hedonistic Lifestyle on Purchasing Decisions. The results of research conducted by (Nisa et al., 2021) The results show that there is a significant influence between the Hedonistic Lifestyle on Purchasing Decisions. The results of research conducted by (Aulia Rizqi Sahara, 2023) The results show that there is a significant

influence between the Hedonistic Lifestyle on Purchasing Decisions and the results of research conducted by (Jane et al., 2024) The results show that there is a significant influence between the Hedonistic Lifestyle on Purchasing Decisions.

The Effect of Fashion Involvement on Purchasing Decisions on Shopee Live Features

Fashion involvement has a positive relationship. This is closely related to personal characteristics, namely women and young people and fashion knowledge, which in turn fulfills consumer confidence in making purchasing decisions. People who live in urban areas usually care more about their appearance and always look fashionable when in public places, so this encourages consumers to make purchasing decisions that are oriented towards fashion products. The results of research conducted by (Eddy Krismantara et al., 2023)The results show that there is a significant influence between Fashion Involvement on Purchasing Decisions. The results of research conducted by (Devi et al., 2023)The results show that there is a significant influence between Fashion Involvement on Purchasing Decisions and the results of research conducted by (Rahmayanti & Saifuddin, 2021)The results show that there is a significant influence between Fashion Involvement on Purchasing Decisions

The Effect of Flash Sale on Purchasing Decisions on Shopee Live Features

Flash sales have a positive relationship. This short offer is highly sought after by customers because the price of the goods they want has a relatively lower price during the flash sale program than the previous price. This shows that flash sales tend to increase purchasing decisions, because the frequency of flash sales, the quality offered during flash sales, the time chosen for flash sales, and the suitability of the ongoing program make consumers decide to make purchases at Shopee. The results of research conducted by (Siti Noor Aisyah, 2023) The results show that there is a significant influence between Flash Sales on Purchasing Decisions. The results of research conducted by (Rahmawati et al., 2023) The results show that there is a significant influence between Flash Sales on Purchasing Decisions and the results of research conducted by (Jannah et al., 2022) The results show that there is a significant influence between Flash Sales on Purchasing Decisions.

5. Conclusion

Based on the results of data analysis in this study, it can be concluded that the variables of hedonic lifestyle, fashion involvement, and flash sales have a significant effect on purchasing decisions. The sample used was 100 respondents, who had shopping experience at shopee live. Suggestions for further research are that it would be better to expand research areas such as provinces and nationally. Future research can use other variables not only hedonic lifestyle, fashion involvement, and flash sales.

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