

The Role of Purchase Intention in Mediating the Impact of Digital Marketing Strategies on Online Shopping Behavior: A Case Study of Fashion Product Consumers in SMEs.

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Abstract

In recent years, the issues reveals that millennial interest in purchasing SMEs fashion products has declined in the digital era. This study aims to explores millennial enthusiasm for buying SMEs fashion products amidst the proliferation of digital marketing strategies like live streaming, sales promotions, and celebrity endorsements. Using convenience sampling, the study gathered data from 134 respondents in Central Java through an online survey. The analysis, conducted with Structural Equation Modeling (SEM) and Partial Least Squares (PLS) using SmartPLS 3. The results indicate a positive relationship between purchase intention, celebrity endorsements, and sales promotions towards online shopping behavior. However, live streaming did not directly impact online shopping behavior but had a positive and significant influence through purchase intention. Meanwhile, celebrity endorsements and sales promotions do not have a positive and significant impact on online shopping behavior through purchase intention. The implications of this study suggest that SMEs need to better leverage relevant digital marketing strategies to enhance consumer purchase intentions.

Keywords: *Online Shopping Behaviour, Digital Marketing, SMEs, Millennial Generation, Purchase intention*

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INTRODUCTION

The popularity of online shopping has continuously increased over the past decade. People of all ages have begun to adopt online shopping. Interestingly, a survey conducted by Kredivo (2020) revealed that the majority of online shopping consumers are those aged 26-35 years, comprising 44.8% of the total. This is followed by consumers aged 18-25 years. From these survey results, it can be concluded that millennials, born between 1981 and 1996, and currently aged 28 to 43 years, constitute the largest group of online shoppers.

Several factors influence millennials' preference for online shopping. One of them is the trend of digital marketing, which includes live streaming or live shopping, sales promotions through online advertisements, free shipping, discounts, vouchers, flash sales, and celebrity endorsements. These digital marketing strategies have encouraged consumers to shop two to four times per month, with an average expenditure of approximately IDR 200,000 per transaction (Triyan Pangastuti, 2023). One of the most frequently purchased product categories by millennials online is fashion products (Pratiwi et al., 2022).

Unfortunately, the interest of millennials in purchasing fashion products from abroad remains high. According to research by Situmorang et al., (2021), fast fashion brands like Zara, H&M, and Uniqlo have successfully built brand awareness among millennial consumers. This is due to the strong and global marketing strategies of Zara, H&M, and Uniqlo, making them more recognizable to consumers. SMEs often have not maximized effective digital marketing to enhance brand awareness like large brands. SMEs that do not yet have a strong brand need to leverage digital marketing media to increase their

business presence and build consumer trust in their products. Digital marketing facilitates communication between sellers and consumers regarding product sales. SMEs that can maximize digital marketing for branding will become more widely known to the public (Panjalu et al., 2024). Therefore, the aim of this research is to further explore the enthusiasm of millennials in purchasing fashion products from SMEs amidst the proliferation of existing digital marketing strategies.

The theory used in this study is the Theory of Planned Behavior (TPB) which was initiated by Ajzen in 1991. This theory emphasizes that attitudes toward a behavior play an important role in predicting a person's actions. In this approach, there are three main factors that influence an individual's intentions and behavior. First, attitudes toward behavior, which is how individuals assess something as beneficial or detrimental. Second, subjective norms, which reflect the social pressure felt by individuals to do or not do an action. Third, behavioral control, which is the extent to which individuals feel that a behavior is easy or difficult to do, which is based on their beliefs (Schiffman & Kanuk, 2012). In the context of TPB, elements of digital marketing such as celebrity endorsements, promotions, and live streaming can be contained in aspects of attitudes toward behavior, subjective norms, and behavioral control.

The novelty of this research compared to previous studies lies in several aspects. First, this study examines the impact of digital marketing strategies on online shopping behavior with the research object being SME fashion brands. Second, the subjects used in this study are millennials in Central Java. Finally, this study employs the mediation of purchase intention, which has not been used in previous research.

Research Model

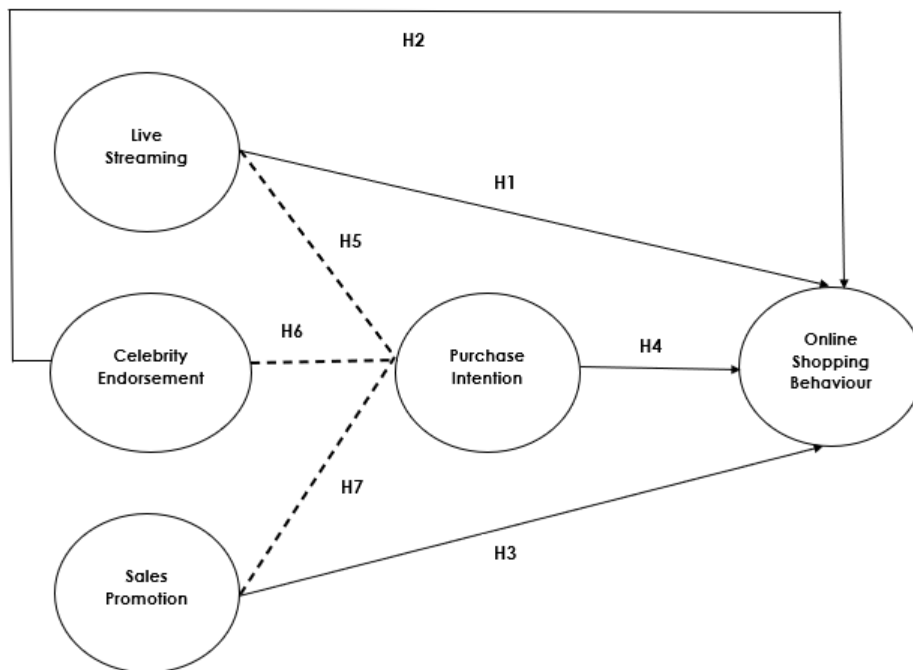


Figure 1. Research Model

Source: Researcher Thoughts (2025)

Analysis Method

This study employs a quantitative approach to examine the relationships between independent and dependent variables through numerical analysis. The research design is cross-sectional. Data was collected via an online survey using Google Forms with a 5-point Likert scale to measure each research variable item. Variable measurements can be seen in Appendix 1. The statement items to measure the live streaming variable consist of five

statement items from the research of Afifah et al., (2023), while the sales promotion variable uses four items from the research of Miah et al., (2022). For celebrity endorsement, four statement items are used based on the research of Dwidienawati et al., (2020). Purchase intention is measured with three items from the research of Khare & Rakesh (2011), and online shopping behavior uses eight items from the research of Rehman et al., (2019). All statement items are based on relevant and reliable research.

Convenience sampling was utilized to determine the sample. A total of 134 respondents from various cities in Central Java, who have experience of buying fashion products from SMEs brands in Indonesia presented in a list box, the brands include Haidee Orlin, Klamby, Erigo, Kimka Hijab, Edmee Outfit, Eiger, and others through digital marketing like celebrity endorsements, live streaming, and promotions, participated in this study. Data was analyzed using the Partial Least Square – Structural Equation Model method with SmartPLS 3 software.

RESULT AND DISCUSSION

Result

Respondents Descriptive Analysis

The researcher provides data descriptions on gender, age, education level, income, and online shopping frequency as presented in Table 1. According to the collected data, the majority of respondents are female, comprising 76.2% (102 individuals), while male respondents make up 23.8% (32 individuals). Based on age, the largest group of respondents is aged 28-31 years, accounting for 53.7%, followed by respondents aged 32-35 years at 23.1%, respondents aged 36-39 years at 13.4%, and respondents aged over 45 years at 9.8%. Regarding education, the majority of respondents hold a D3/D4/S1 degree, constituting 52.2% (70 individuals). Additionally, 25.3% have a high school diploma or lower, 16.4% hold a master's degree, and 6.1% possess a doctoral degree. Meanwhile, the majority of respondents have an income of IDR 2,000,001 - IDR 3,000,000, accounting for 35.8%. Respondents with an income > IDR 4,000,000 constitute 17.9%. The remaining 23.2% have an income < IDR 2,000,000 and 17.9% have an income of IDR 3,000,001 - IDR 4,000,000. Finally, 72.3% of respondents mostly have an online shopping frequency of 1-3 times. Subsequently, 23.1% have an online shopping frequency of 4-6 times, and the remaining 4.6% have an online shopping frequency of more than 7 times.

Table 1. Respondents Descriptive

Variable	Categories	Respondents	Percentage
Gender	Male	32	23.8%
	Female	102	76.2%
Age	28-31 years old	72	53.7%
	32-35 years old	31	23.1%
	36-39 years old	18	13.4%
	40-43 years old	13	9.8%
	44-45 years old	10	7.5%
Education	Senior high schools or below	34	25.3%
	D3/D4/S1	70	52.2%
	S2	22	16.4%
	S3	8	6.1%
	PhD	0	0%
Income	< Rp 2. 000.000	31	23.2%
	Rp 2.000.001-Rp 3.000.000	48	35.8%
	Rp 3.000.001-Rp 4.000.000	24	17.9%
	> Rp 4.000.001	31	23.1%

	>Rp 4.000.000	31	32.1%
Online shopping frequency	1-3 times	97	72.3%
	4-6 times	31	23.1%
	>7 times	6	4.6%

Source: Primary data processed by researcher, 2025

Outer Model Testing

Convergent Validity Testing

1. Outer Loading

The validity of the data is carried out using the outer loading method. This method evaluates the significance of factors associated with each indicator variable. The evaluation in the table below shows that all questions related to this research variable have an outer loading value exceeding 0.6, confirming their validity. However, three indicators must be deleted.

Table 2. Outer Loading Results

Indicators	Outer Loadings	Conclusion
L1	0.827	Valid
L2	0.746	Valid
L3	0.795	Valid
L4	0.732	Valid
L5	0.718	Valid
NM1	0.714	Valid
NM2	0.852	Valid
NM3	0.794	Valid
NM4	0.780	Valid
PBO1	0.724	Valid
PBO2	0.747	Valid
PBO3	0.746	Valid
PBO4	0.761	Valid
PBO5	0.732	Valid
PBO7	0.707	Valid
P2	0.877	Valid
P3	0.818	Valid
P4	0.803	Valid
SE1	0.763	Valid
SE2	0.829	Valid
SE3	0.870	Valid
SE4	0.747	Valid

Source: Primary data processed by researcher, 2025

2. Average Variance Extracted (AVE)

Convergent validity is achieved when the AVE (Average Variance Extracted) value exceeds 0.5 (Hair et al, 2006). According to these criteria, it can be concluded that this study meets validity standards as all AVE values are above 0.5. In this research, the AVE values for all constructs surpassed 0.5, indicating that all item constructs are valid.

Table 3. AVE Results

Variable	AVE	Description
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Live streaming	0.585	Valid
Purchase Intention	0.619	Valid
Online Shopping Behaviour	0.542	Valid
Sales Promotion	0.694	Valid
Celebrity Endorsement	0.646	Valid

Source: Primary data processed by researcher, 2025

Discriminant Validity

1. Cross Loading

Cross-loading analysis was conducted to evaluate the discriminant validity of the indicators. An indicator is considered valid if its cross-loading value on its associated construct (latent variable) is higher than its cross-loading value on other constructs (latent variables). According to these criteria, all variables are deemed valid, as the construct indicator values for measuring their respective variables are greater than their correlation with other variables.

Table 4. Cross Loadings Results

Variable	Live Streaming	Purchase Intention	Online Shopping Behaviour	Sales Promotion	Celebrity Endorsement
L1	0.827	0.539	0.572	0.427	0.522
L2	0.746	0.457	0.433	0.385	0.422
L3	0.795	0.525	0.486	0.362	0.373
L4	0.732	0.504	0.540	0.359	0.525
L5	0.718	0.602	0.626	0.528	0.508
NM1	0.549	0.714	0.529	0.280	0.418
NM2	0.548	0.852	0.558	0.362	0.475
NM3	0.517	0.794	0.544	0.370	0.380
NM4	0.567	0.780	0.600	0.471	0.464
PBO1	0.520	0.439	0.724	0.505	0.375
PBO2	0.529	0.493	0.747	0.511	0.488
PBO3	0.479	0.480	0.746	0.521	0.464
PBO4	0.616	0.668	0.761	0.421	0.570
PBO5	0.527	0.570	0.732	0.495	0.441
PBO7	0.437	0.470	0.707	0.586	0.447
P2	0.541	0.488	0.674	0.877	0.453
P3	0.461	0.325	0.493	0.818	0.331
P4	0.345	0.346	0.517	0.803	0.463
SE1	0.398	0.404	0.446	0.292	0.763
SE2	0.458	0.402	0.483	0.383	0.829
SE3	0.569	0.516	0.545	0.465	0.870
SE4	0.550	0.447	0.552	0.453	0.747

Source: Primary data processed by researcher, 2025

2. Fornell-Lacker Criterion

The Fornell-Larcker criterion is applied by comparing the square root of the AVE with the correlations among the latent variables. This criterion determines whether the AVE value exceeds the squared correlation with other constructs by squaring each outer loading, summing the total of each indicator's outer loading, and calculating the average value. In this context, all seven variables studied have met the Fornell-Larcker criterion.

Table 5. Fornell Lacker Criterion Results

	Live Streaming	Purchase Intention	Online Shopping Behaviour	Sales Promotion	Celebrity Endorsement
Live Streaming	0.765				
Purchase Intention	0.695	0.787			
Online Shopping Behaviour	0.706	0.711	0.736		
Sales Promotion	0.547	0.475	0.685	0.833	
Celebrity Endorsement	0.621	0.554	0.634	0.502	0.804

Source: Primary data processed by researcher, 2025

3. Heterotrait-Monotrait Ratio (HTMT Ratio)

The Heterotrait-Monotrait Ratio (HTMT) is the ratio between the correlations of different constructs (between-trait) and the correlations within the same construct (within-trait). Discriminant validity is considered to be met if the HTMT value is less than 0.9. Based on the obtained results, the HTMT values for each variable are below 0.9, thus it can be concluded that discriminant validity has been adequately achieved.

Table 6. Heterotrait-Monotrait Ratio (HTMT Ratio) Results

	Live Streaming	Purchase Intention	Online Shopping Behaviour	Sales Promotion	Celebrity Endorsement
Live Streaming					
Purchase Intention	0.850				
Online Shopping Behaviour	0.838	0.869			
Sales Promotion	0.662	0.584	0.837		
Celebrity Endorsement	0.742	0.682	0.761	0.615	

Source: Primary data processed by researcher, 2025

Reliability Testing

Reliability refers to the trustworthiness of a measuring instrument. Reliability testing ensures that a tool can consistently provide stable results upon repeated measurements. In PLS (Partial Least Squares), the reliability indicator reflects the proportion of indicator variance explained by the latent variable. As indicated in Table 7, the composite reliability values for each variable exceed 0.7, confirming the reliability of all variables.

Table 7. Reliability Statistics Results

Variabel	Composite Reliability	Cronbach Alpha	Hasil
Live streaming	0.822	0.875	Reliabel
Purchase Intention	0.793	0.866	Reliabel
Online Shopping Behaviour	0.831	0.879	Reliabel
Sales Promotion	0.782	0.872	Reliabel
Celebrity Endorsement	0.816	0.879	Reliabel

Source: Primary data processed by researcher, 2025

Inner Model Testing

1. Path Coefficients

In hypothesis testing, there are two types of tests: direct effect tests and indirect effect tests. Indirect effect tests evaluate and examine the strength of the correlation between intervening (mediation) variables and other variables. A hypothesis is accepted if it has a significance value (p-value) < 0.05 or a t-statistic > 1.96. Conversely, if the t-statistic < 1.96 and the p-value > 0.05, the hypothesis is rejected (Hair et al, 2006).

Table 8. Path Coefficients Result

T Statistics	P Values	Hypothesis	Description
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Live Streaming -> Online Shopping Behaviour	0.1764	0.078	H1	Rejected
Celebrity Endorsement-> Online Shopping Behaviour	1.978	0.048	H2	Accepted
Sales Promotion -> Online Shopping Behaviour	3.605	0.000	H3	Accepted
Purchase Intention -> Online Shopping Behaviour	3.516	0.000	H4	Accepted

Source: Primary data processed by researcher, 2025

Table 9. Indirect Effect Result (Mediation)

	T Statistics	P Values	Hypothesis	Description
Live Streaming -> Purchase Intention -> Online Shopping Behaviour	2.900	0.004	H5	Accepted
Sales Promotion -> Purchase Intention -> Online Shopping Behaviour	1.077	0.281	H7	Rejected
Celebrity Endorsement-> Purchase Intention -> Online Shopping Behaviour	1.298	0.194	H6	Rejected

Source: Primary data processed by researcher, 2025

2. R-Square

R² quantifies a model's predictive strength by determining the extent to which exogenous variables explain the variability in endogenous variables. The statistical value R² is depicted within the variable circle. The normalized range is $0 < R^2 < 1$, where a higher value signifies superior predictive accuracy or path model estimation (Hair et al, 2006).

Table 10. R-Square Result

	R Square	Adjusted R-Square
Purchase Intention	0.513	0.502
Online Shopping Behaviour	0.705	0.696

Source: Primary data processed by researcher, 2025

The adjusted R-Square value for purchase intention is 0.502, indicating that the independent variables explain 50.2% of the variance in purchase intention, reflecting a moderate level of influence. Conversely, the adjusted R-Square value for online shopping behavior is 0.696, meaning that 69.6% of the variance in online shopping behavior is explained by the independent variables, with the remaining 30.4% attributed to other factors.

3. Quality Index Testing

Goodness of fit (GoF) is employed to assess the overall validity of the model. The manual calculation of GoF involves the use of Average Variance Extracted (AVE) and R-square values. The following outlines the calculation of GoF.

$$\text{Average AVE} = (0.585 + 0.646 + 0.694 + 0.619 + 0.542) / 5 = 3.086 / 5 = 0.6172$$

$$\text{Average } R^2 = (0.513 + 0.705) / 2 = 1.218 / 2 = 0.609$$

$$GoF = \sqrt{\text{Average AVE} \times \text{Average } R^2}$$

$$GoF = \sqrt{0.6172 \times 0.609}$$

$$GoF = 0.613$$

Based on the GoF calculation results, a value of 0.613 was obtained. This indicates that the model has a high GoF, and the higher the GoF value, the more accurately it represents the researcher's sample.

Discussion

The Influence of Live Streaming on Online Shopping Behaviour

Hypothesis 1 states that live streaming has a positive effect on online shopping behavior. The test results show a t-statistics value of 0.1764 and a p-value of 0.078. It can be concluded that if the t-statistic < 1.96 and the p-value > 0.05, then Hypothesis 1 is rejected. Previous

studies (Monica Putri, 2023; Rahma & Nurhasanah, 2022) suggest that live streaming can stimulate consumers to make purchases. However, there are other factors that might prevent consumers from being motivated to have purchase intentions and engage in online shopping. These factors include price, time pressure, interactivity, and visual appeal.

The Influence of Celebrity Endorsement on Online Shopping Behaviour

Hypothesis 2 states that celebrity endorsements have a positive effect on online shopping behavior. The test results show a t-statistics value of 1.978 and a p-value of 0.088. These values indicate that the t-statistic is > 1.96 and the p-value < 0.05 , thus Hypothesis 2 is accepted. This is consistent with what Khatri, (2022) presented, suggesting that the use of celebrities in endorsements is highly likely to have a positive impact on consumers' attitudes toward the brand and their purchase intentions. This is because marketing through celebrity endorsements can enhance consumer recall and assessment of the product. Moreover, the use of celebrities for endorsements has the potential to provide positive effects, such as the positive transfer of brand image and triggering consumer responses to engage in online shopping.

The Influence of Sales Promotions on Online Shopping Behaviour

Hypothesis 3 states that sales promotions have a positive effect on online shopping behavior. The test results show a t-statistics value of 3.605 and a p-value of 0.000. These values indicate that the t-statistic is > 1.96 and the p-value < 0.05 , thus Hypothesis 3 is accepted. According to Ali & Muhammad, (2021) promotional tools have a significant impact on consumer purchasing behavior. For instance, providing vouchers or coupons can be very useful for trying a product for the first time. Additionally, limited-time discount offers displayed during product purchases can make consumers pay more attention and be more interested in products that are discounted. Consumers are often tempted by promotional offers, discounts, or attractive product appearances, leading them to make emotional purchasing decisions (Wale & Situmorang, 2023).

The Influence of Purchase Intention on Online Shopping Behaviour

Hypothesis 4 states that purchase intention has a positive effect on online shopping behavior. The test results show a t-statistics value of 3.516 and a p-value of 0.000. These values indicate that the t-statistic is > 1.96 and the p-value < 0.05 , thus Hypothesis 4 is accepted. This research aligns with the study conducted by Lim et al., (2016). Their research explained that according to the Theory of Planned Behavior (TPB), the intention to shop online is likely influenced by perceived behavioral control and subjective norms, including the attitudes of people around them. Since these two factors can affect consumers' purchase intentions, they consequently influence their online shopping behavior, eventually leading to actual actions.

The mediating effect of purchase intention on the influence of live streaming on online shopping behavior.

Hypothesis 5 states that purchase intention mediates the effect of live streaming on online shopping behavior. The test results show a t-statistics value of 2.900 and a p-value of 0.004. These values indicate that the t-statistic is > 1.96 and the p-value < 0.05 , thus Hypothesis 5 is accepted. This research is consistent with the findings of Sun et al., (2019). According to Sun et al., (2019) in the context of online shopping, customers may feel happy when fully engaged in live shopping. This feeling of happiness directly influences their purchasing behavior. Streamers in live streaming play a crucial role in capturing attention and motivating viewers to shop (Meng et al., 2021).

The mediating effect of purchase intention on the influence of celebrity endorsement on online shopping behavior.

Hypothesis 6 states that purchase intention mediates the effect of celebrity endorsement on online shopping behavior. The test results show a t-statistics value of 1.298 and a p-value of 0.194. These values indicate that the t-statistic is < 1.96 and the p-value > 0.05 , thus Hypothesis 6 is rejected. This finding aligns with the research conducted by Putri & Patria,

(2018), which states that celebrity endorsements do not influence consumers' purchase intentions. The effectiveness level of celebrity endorsements for various products showcased by selected celebrities through Instagram advertisements does not always impact the purchase of goods/products or services. This is because some people use social media accounts such as Instagram/TikTok solely for communication, so ads on these platforms do not receive significant attention. Moreover, some people use Instagram to keep up with their surroundings, which have become popular with the app, even if they do not intend to buy products online (Nadaranti, 2020).

The mediating effect of purchase intention on the influence of sales promotion on online shopping behavior.

Hypothesis 7 states that purchase intention mediates the effect of promotions on online shopping behavior. The test results show a t-statistics value of 1.077 and a p-value of 0.281. These values indicate that the t-statistic is < 1.96 and the p-value > 0.05 , thus Hypothesis 7 is rejected. This research aligns with the findings of Dinova & Suharyati, (2023) which show that promotions in the form of flash sales do not have a significant impact on impulsive buying. This suggests that even though flash sales have the opportunity to attract consumer attention, they do not significantly influence purchasing decisions. According to Teresha et al., (2022), while consumers might enjoy the promotional vouchers offered by sellers, they often need to spend a certain amount to benefit from these vouchers. For instance, the presence of service fees in e-commerce can discourage consumers from shopping when there are vouchers available. Additionally, there are conditions for using vouchers, such as vouchers being available only for ShopeePayLater users. This means that consumers who do not use ShopeePayLater cannot enjoy the vouchers as desired, leading them not to make purchases.

CONCLUSION AND SUGGESTION

Based on the analysis conducted, this study reveals that live streaming does not have a positive and significant effect on online shopping behavior. This indicates the presence of other factors that need to be considered by SMEs in the fashion industry to encourage consumers to shop online, such as price mismatch, time pressure, low interactivity of streamers, and lack of visual appeal. Conversely, the use of celebrities in the endorsement of SME fashion products can have a positive impact on consumers' attitudes towards the brand and increase their purchase intentions.

Sales promotions, such as price discounts, flash sales, and special offers like vouchers, free shipping, and buy-one-get-one deals, have proven effective in attracting consumers' attention and prompting quick purchasing decisions. When consumers have purchase intentions, this can influence their online shopping behavior, eventually leading to actual actions. Furthermore, it was found that purchase intentions can mediate the positive relationship between live streaming and online shopping behavior. However, the analysis also indicates that purchase intentions cannot mediate the positive relationship between celebrity endorsements and online shopping behavior, nor between sales promotions and online shopping behavior.

This study has several limitations. Firstly, it was conducted in Central Java using a convenience sampling method, which led to underrepresentation of respondents from across the entire region. Future research should employ a more representative sampling method to encompass all areas of Central Java. Secondly, this study only involved a few fashion SME brands, thus the results only reflect respondents' online shopping experiences with these particular brands and cannot generalize the online shopping behavior characteristics of the millennial generation in Indonesia towards fashion SME products. Future studies are recommended to include more fashion SME brands to provide a more comprehensive understanding of millennials' purchasing characteristics of local fashion products. Lastly, this research only focused on three digital marketing strategies: live

streaming, celebrity endorsements, and sales promotions, limiting the scope of the study in examining the context of online shopping behavior. Therefore, future research should consider adding other variables, such as affiliate marketing, to gain a deeper understanding of how digital marketing strategies influence online shopping behavior.

This research is highly beneficial for business actors, especially SMEs that sell fashion products, as it helps them consider and develop appropriate digital marketing strategies. By implementing effective digital marketing strategies, SMEs can enhance the appeal of their fashion products in the eyes of the Indonesian population. Furthermore, digital marketing allows SMEs to reach a broader audience, increase brand visibility, and build closer relationships with customers through online interactions. Ultimately, this can have a positive impact on sales growth, business development, and the competitiveness of SMEs in the Indonesian fashion industry.

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Appendix 1. Variable measurement

Variable	Items	Source
Online Shopping Behavior	<ol style="list-style-type: none"> 1. Using the internet for online shopping is easy 2. I shop for fashion products online because I don't have to leave the house to shop 3. I shop online because I can get detailed information about fashion products 4. I shop online because I can get a wider selection of fashion products 5. Online shopping makes it easy to compare prices 6. I shop online because I can make decisions according to my wishes 7. I feel that online shopping suits my lifestyle 8. I usually shop online to buy fashion products that are not easily available in the nearest market 	(Rehman et al., 2019)
Purchase Intention	<ol style="list-style-type: none"> 1. I like to shop for fashion products online. 2. I will buy fashion products online. in the future. 3. I have a strong intention to buy fashion products online. 4. In the future, I often consider buying fashion products online. 	(Khare & Rakesh, 2011)
Live Streaming	<ol style="list-style-type: none"> 1. Streamers actively answer questions during the broadcast 2. Streamers have in-depth knowledge of the fashion products offered during the broadcast 3. Live applications (such as Tiktok/Shopee/etc.) help me visualize fashion products in detail and appear clearer like reality 4. Live applications (such as Tiktok/Shopee/etc.) give me the opportunity to get information on how to use fashion products 5. The prices offered in Live applications (such as Tiktok/Shopee/etc.) are commensurate with the benefits 	(Afifah et al., 2023)

	felt by consumers	
Celebrity Endorsement	<ol style="list-style-type: none"> 1. I often read influencer reviews to find out other people's impressions of fashion products 2. To make sure I buy the right fashion product, I often read influencer reviews 3. I often collect information from influencer reviews to help me choose the right fashion product 4. When I buy a fashion product, influencer reviews make me sure to buy the fashion product 	(Dwidienawati et al., 2020)
Promotion	<ol style="list-style-type: none"> 1. Discounts help increase online sales 2. Sales promotions create online buying interest 3. By using the buy one get one technique, I am more easily attracted to buying fashion products. 4. I feel like buying a fashion product when my social environment influences me to buy fashion products online 	(Miah et al., 2022)