
Live Streaming and Materialism as Determinants of Skincare Purchase Decisions: The Mediating Role of Hedonic Motivation Among Shopee Users

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Abstract:

This study investigates the influence of live streaming and materialism on skincare product purchase decisions through Hedonic Motivation among Shopee users in Solo Raya. A quantitative approach was employed, collecting primary data via structured questionnaires from 150 Gen Z respondents aged 17–26, selected through convenience sampling. The research examined four variables: Live Streaming (interactive online shopping with real-time product demonstrations), Materialism (orientation toward wealth and possessions), Hedonic Motivation (intentions driven by pleasure and social norms), and Purchase Decision (five-stage decision-making process). Measurement models assessed validity and reliability using convergent and discriminant validity, composite reliability, and Cronbach's alpha, while structural models evaluated causal relationships via R^2 , Q^2 , effect size f^2 , and Normed Fit Index. The results indicate that live streaming positively and significantly influences Hedonic Motivation, which in turn mediates its effect on purchase decisions. Materialism also positively affects Hedonic Motivation, though its impact on Buying Decision, both directly and through Hedonic Motivation, is not significant. These findings suggest that optimizing interactive and engaging live streaming experiences can enhance consumer enjoyment and drive purchases. Future research should expand the geographic scope and test other product categories.

Keywords: *Buying Decision, Hedonic Motivation, Live Streaming, Materialism, Skincare*

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1. Introduction

The advancement of digital technology and the internet has significantly facilitated access to up-to-date information, including skincare products, enabling individuals to stay informed and make knowledgeable choices. This accessibility enhances efficiency and productivity, as more people can easily obtain the latest insights about skincare. The widespread adoption of digital technology has also transformed consumer behavior, giving rise to new marketing platforms such as online marketplaces. These marketplaces offer convenient access to a variety of products and services from multiple sellers, allowing consumers to compare prices and quality, while also providing secure and user-friendly payment options, including bank transfers, credit cards, and mobile banking.

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Several marketplaces are popular in Indonesia, including Tokopedia, Shopee, Bukalapak, Lazada, and Blibli, with Tokopedia leading at 157.2 million active users in 2022, followed by Shopee with approximately 132.8 million users (Saputri et al., 2023). These figures highlight the importance for sellers to develop sales strategies based on relevant factors. The growth of digital technology and the internet has also transformed purchasing decisions, which are influenced by complex internal and external factors. Digital marketing tools such as influencers, Key Opinion Leaders (KOLs), and live streaming have become effective methods to influence consumer purchasing behavior on marketplace platforms. In particular, Shopee offers live streaming features that allow real-time interaction between sellers and consumers, enabling potential buyers to receive detailed product information, watch demonstrations, and ask questions directly. This interactive approach enhances consumer trust and increases purchase intention, especially for products like skincare, by providing a more personal and transparent shopping experience.

Through live streaming, skincare products are presented in an engaging and interactive manner, prompting consumers to purchase not only for functional needs but also for the materialistic value associated with ownership as a symbol of status and self-identity. Materialism, defined as a life orientation that emphasizes the importance of wealth, underpins consumer behavior (Husna, 2016). While some studies suggest that live streaming does not always directly influence purchase decisions, the interactions and content during live sessions can reinforce materialistic attitudes, driving impulsive buying and the desire for exclusive or trendy products. Moreover, live streaming often features influencers or hosts promoting skincare within specific lifestyles, further encouraging consumers to emulate these lifestyles and acquire products to satisfy materialistic desires. Thus, live streaming not only conveys product information but also cultivates materialistic values that significantly shape consumer purchasing decisions in the skincare market.

Live streaming and materialism synergistically enhance hedonic motivation in skincare purchases by creating enjoyable shopping experiences while fulfilling consumers' psychological needs for status and identity. This drives purchasing decisions that are more influenced by emotional and symbolic factors rather than the product's functional aspects, particularly in today's digital era. This study focuses on the impact of live streaming and materialism on skincare purchase decisions among respondents residing in the Solo Raya region.

2. Theoretical Background

Live Streaming: Live streaming combines interactive online shopping with e-commerce, allowing streamers to demonstrate and promote products while answering consumer questions in real time, offering a personal touch that has been shown to be more effective than reading reviews from unknown sources (Chen et al., 2023). It eliminates communication barriers between brands and consumers and emphasizes short-term sales

promotion by integrating brand marketing with performance marketing to enhance marketing efficiency (Qing & Jin, 2022). Moreover, sellers who appear publicly in live streams are less likely to engage in fraudulent activities (Wongkitrungrueng & Assarut, 2020).

Materialism: An individual's emphasis on accumulating wealth and material assets as a marker of social status reflects a Materialism Value Orientation (MVO), which denotes one's orientation toward money and possessions (Dittmar & Isham, 2022). According to Richins and Dawson, materialism encompasses three aspects: the degree of focus on acquiring goods, the belief that owning more possessions increases happiness, and the use of possessions to measure personal and others' success. Thus, materialism represents a set of beliefs that influence daily life and consumption choices (Richins, 2017). Marketing strategies targeting materialistic values may generate short-term profits but fail to build consumer loyalty, as these consumers are prone to switch brands if more financially advantageous offers arise (Maison & Adamczyk, 2020).

Buying decision: Kotler and Keller identify five stages in the consumer decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Zuliawaty Rajasa et al., 2023). Consumers decide not only on the brand but also on the quantity of a product, aiming to achieve personal goals by minimizing effort and negative emotions while maximizing decision justification. This process is constructive and influenced by the "momentum" of the decision, as well as by consumer location and characteristics (Rouzbahani, Rezai, Goudarzi, & Naghibi, 2013).

Hedonic Motivation: Hedonic motivation plays a crucial role in social commerce by influencing consumers' purchase intentions, which are shaped by attitudes, social norms, and perceived behavioral control. By eliciting positive and pleasurable feelings, hedonic motivation positively affects these factors (Kumaran et al., 2024). It drives individuals to seek enjoyment, emotional satisfaction, and pleasure from products or experiences, beyond their functional benefits (Solaiman & Pangaribuan, 2024). Furthermore, hedonic motivation promotes impulsive behavior by enhancing positive affect and excitement, which reduces cognitive control and encourages spontaneous purchases (Laura Sahetapy et al., 2020).

Hypothesis Development

The effect of live streaming on consumers' hedonic motivations in purchasing skincare products

Live streaming enables sellers to demonstrate products in real time, providing consumers with an interactive and entertaining shopping experience. This enhances shopping enjoyment and satisfaction, thereby increasing consumers' hedonic motivation. Research by Andrini (2024) indicates that live streaming has a positive and significant effect on hedonic motivation, effectively promoting products and encouraging consumers to seek pleasure and satisfaction while shopping. This is further supported by Salsabila (2025), who found that the quality of live streaming positively influences hedonic motivation.

H1 = Live streaming has a positive and significant effect on consumer hedonic motivation.

The influence of materialism on consumers' hedonic motivation in purchasing skincare products

Consumers with high levels of materialism tend to seek pleasure and satisfaction through the acquisition of luxury goods, driving them to pursue shopping experiences that are emotionally enjoyable and fulfilling. Supporting this, Prawira Laksana and Suparna (2015) found that materialistic traits positively and significantly influence hedonic motivation, indicating that the higher a consumer's materialism, the greater their propensity for hedonic-driven behavior.

H2 = Materialism has a positive and significant effect on hedonic motivation.

The influence of materialism on consumer purchasing decisions for skincare products

Materialism, as a value orientation, emphasizes the ownership of goods related to social status, recognition from others, and self-expression. Consumers with high levels of materialism tend to make purchases to meet prevailing standards. Collins (2021) found that materialism positively influences consumer purchase satisfaction.

H3 = Materialism has a positive and significant influence on consumer purchasing decisions.

The influence of live streaming on consumer purchasing decisions for skincare products

Live streaming acts as a stimulus by providing detailed information and real-time product demonstrations, helping consumers better understand the features, benefits, and overall value of products. It also influences consumer motivation by creating an enjoyable and satisfying shopping experience, thereby encouraging purchase intentions. Supporting this, Anisa (2022) found that live streaming has a positive and significant effect on purchase decisions.

H4 = Live streaming has a positive and significant influence on consumer purchasing decisions.

The influence of hedonic motivation on consumer purchasing decisions for skincare products

A pleasurable and entertaining shopping experience, along with social interactions, encourages consumers to make purchase decisions based on emotional rather than functional aspects. Adilang (2014) found that hedonic motivation has a positive and significant influence on purchasing decisions.

H5 = Hedonic motivation has a positive and significant effect on consumer purchasing decisions.

The influence of live streaming on consumer purchasing decisions is through hedonic motivation

Live streaming can influence purchase decisions through hedonic motivation by creating

a pleasurable and emotionally satisfying shopping experience that impacts consumer behavior. Andrini (2024) states that live streaming has a positive and significant effect on consumers' purchase decisions via hedonic motivation, as the desire for enjoyment and emotional gratification in shopping strengthens the relationship between live streaming, materialism, and consumer purchasing behavior.

H6 = Live streaming has a positive and significant effect on consumer purchasing decisions through hedonic motivation.

Materialism influences consumer purchasing decisions through hedonic motivation

Materialism can influence purchasing decisions through hedonic motivation, as materialistic consumers tend to seek pleasure and emotional satisfaction in buying products, such as skincare, that are perceived to enhance their social status. According to Prawira Laksana and Suparna (2015), materialism has a positive and significant effect on consumer purchasing decisions through hedonic motivation, where the tendency to engage in purchasing behavior is reinforced by the desire for enjoyment and emotional gratification.

H7 = Materialism has a positive and significant influence on consumer purchasing decisions through hedonic motivation.

3. Methodology

This study employs a quantitative approach, collecting primary data via structured questionnaires from Gen Z individuals aged 17–26 in the Solo Raya area who actively use Shopee live streaming for skincare purchases, with a sample of 150 respondents selected through convenience sampling, deemed adequate for multivariate analysis (Sugiyono, 2020). The research variables include Live Streaming (LS), defined as interactive online shopping with real-time product demonstrations (Chen et al., 2023; Rahmawaty et al., 2023); Materialism (M), reflecting the orientation toward wealth and possessions as indicators of social status (Dittmar & Isham, 2022; Richins, 2017); Hedonic Motivation (MH), representing intentions driven by attitudes, social norms, and pleasure (Kumaran et al., 2024; Solaiman & Pangaribuan, 2024); and Purchase Decision (KP), following Kotler and Keller's five stages of decision-making (Zuliawaty Rajasa et al., 2023; Rouzbahani et al., 2013). All variables are measured on a five-point Likert scale, and operational definitions ensure constructs are empirically measurable (Kussudyarsana, 2019). The measurement (outer) model assesses validity and reliability, using convergent validity (loading factors >0.7), discriminant validity (AVE >0.5), composite reliability (>0.7), and Cronbach's alpha (>0.6), while the structural (inner) model evaluates causal relationships via R^2 (0.35–0.75), Stone-Geisser Q^2 , effect size f^2 (0.02–0.35), and Normed Fit Index (NFI >0.9). Hypothesis testing uses path coefficients, with significance at $p < 0.05$, indicating the direction and strength of relationships among latent variables.

4. Empirical Findings/Result

Respondent Description

Respondent descriptions are a description of the characteristics and background of the individuals who are the objects of data collection in a study. This study involved respondents who actively use the live streaming feature as a place to shop for skincare products through the Shopee e-commerce platform. The research sample consisted of 150 respondents based on certain characteristics, including gender, age, domicile, highest level of education, and monthly income.

Table 1. Respondent Characteristics (n = 150)

Characteristic	Category	Frequency	Percentage
Gender	Male	44	29.3%
	Female	106	70.7%
Age	17 years	7	4.7%
	18–21 years	71	47.3%
	22–26 years	72	48%
Residence	Surakarta	91	60.7%
	Karanganyar	8	5.3%
	Boyolali	13	8.7%
	Sukoharjo	17	11.3%
	Klaten	13	8.7%
	Sragen	0	0%
	Wonogiri	8	5.3%
Education	SMP	7	4.7%
	SMA	71	47.3%
	D1–D3	23	15.3%
	S1–S2	49	32.7%
Monthly Income	<500,000 IDR	15	10%
	500,000–1,500,000 IDR	27	18%
	1,500,000–2,500,000 IDR	72	48%
	2,500,000–3,500,000 IDR	25	16.7%
	>3,500,000 IDR	11	7.3%

The majority of respondents are female (70.7%) and aged 22–26 years (48%), with most residing in Surakarta (60.7%). Regarding education, nearly half have completed senior high school (47.3%), followed by bachelor's or master's degrees (32.7%). In terms of monthly income, the largest group earns between 1,500,000–2,500,000 IDR (48%), indicating that the sample predominantly consists of young, educated females from Surakarta with moderate income levels.

Validity & Reliability Test Results

Table 2. Validity & Reliability Test Results

Variable	Validity		Reliability		
	Indicator	Outer Loading	CR	CA	AVE
Live Streaming (LS)	X1.1	0,822	0,809	0,808	0,634
	X1.2	0,780			
	X1.3	0,788			
	X1.4	0,793			
Materialism (M)	X2.1	0,798	0,806	0,802	0,627
	X2.2	0,833			
	X2.3	0,794			
	X2.4	0,740			
Buying decision (KP)	Y1.1	0,812	0,901	0,895	0,762
	Y1.2	0,896			
	Y1.3	0,917			
	Y1.4	0,863			
Hedonic Motivation (MH)	Z1.1	0,813	0,803	0,798	0,712
	Z1.2	0,872			
	Z1.3	0,845			

Source: Processed Data (2025)

The results of the convergent validity test indicate that all items representing the variables Live Streaming, Materialism, Buying Decision, and Hedonic Motivation have factor loadings greater than 0.7, confirming their validity. Furthermore, the Average Variance Extracted (AVE) values for all variables exceed 0.5 (LS = 0.634, M = 0.627, KP = 0.762, MH = 0.712), indicating that the indicators consistently and accurately measure their respective constructs. Reliability tests, assessed using both Cronbach's alpha and composite reliability, show that all variables are reliable. Cronbach's alpha values for Live Streaming (0.808), Materialism (0.802), Buying Decision (0.895), and Hedonic Motivation (0.798) exceed the 0.6 threshold, while composite reliability values (LS = 0.809, M = 0.806, KP = 0.901, MH = 0.803) are all above 0.7, demonstrating the stability and internal consistency of the measurement instruments across the study

Goodness of Fit Test R-Square (R²)

Table 3. R-Square Test Results

	R-square	R-square adjusted
Buying decision (KP)	0.387	0.375
Hedonic Motivation (MH)	0.628	0.623

Source: Processed Data (2025)

The R² test results indicate that the model explains 38.7% of the variance in Buying Decision (KP), with the remaining 61.3% influenced by factors outside the model, and an adjusted R² of 0.375. Meanwhile, the model accounts for 62.8% of the variance in

Hedonic Motivation (MH), with 37.2% explained by external factors, and an adjusted R^2 of 0.623.

Q-Square (Q^2)

The Stone-Geisser test, also known as Q^2 , is an evaluation method used to assess a model's predictive accuracy for observed values. Q^2 ranges from 0 to 1, with values closer to 1 indicating a stronger predictive capability of the model.

$$Q\text{-Square} = 1 - [(1 - 0,387) \times (1 - 0,628)]$$

$$Q\text{-Square} = 1 - [0,613 \times 0,372]$$

$$Q\text{-Square} = 1 - 0,228036$$

$$Q\text{-Square} = 0,771964 \text{ atau } 0,77$$

The Q^2 calculation yielded a value of 0.771964 (rounded to 0.77), indicating that the independent variables in the model can explain approximately 77% of the variance in the dependent variable, while the remaining 23% (0.228036) is influenced by other factors. This demonstrates that the model possesses a significant predictive capability.

Effect Size (f^2)

Table 4. Effect Size Test Results

Variable	Buying decision (KP)	Hedonic Motivation (MH)
Live Streaming (LS)	0,048	0,420
Materialism (M)	0,005	0,251
Buying decision (KP)		
Hedonic Motivation (MH)	0,073	

Source: Processed Data (2025)

The f^2 test results indicate that Live Streaming (LS) has a small effect on Buying Decision (KP) with a value of 0.048, but a large effect on Hedonic Motivation (MH) with a value of 0.420. Materialism (M) shows a very small effect on Buying Decision (KP) at 0.005, yet demonstrates an almost moderate effect on Hedonic Motivation (MH) with a value of 0.251. Additionally, Hedonic Motivation (MH) exhibits a small effect on Buying Decision (KP) with a value of 0.073.

Normed Fit Indeks (NFI)

Table 5. Normed Fit Index Test Results

	Saturated Model	Estimated Model
SRMR	0,105	0,105
d_ ULS	1,312	1,312
d_ G	0,536	0,536
Chi Square	519,536	519,536
NFI	0,669	0,669

Source: Processed Data (2025)

The results of the Normed Fit Index (NFI) show that the NFI value is $0.669 > 0.1$, so

the model used to assess it is appropriate.

Hypothesis Testing

Dirrect Effect

Table 6. Results of the Direct Effect Test

	Original Sample (O)	T statistics	P-Values
Live Streaming (LS) -> Hedonic Motivation (MH)	0,498	5,471	0,000
Materialism (M) -> Hedonic Motivation (MH)	0,385	3,945	0,000
Materialism (M) -> Buying decision (KP)	0,080	0,664	0,507
Live Streaming (LS) -> Buying decision (KP)	0,258	1,951	0,051
Hedonic Motivation (MH) -> Buying decision (KP)	0,347	2,360	0,018

Source: Processed Data (2025)

The path coefficient results indicate that Live Streaming (LS) has a positive and significant effect on Hedonic Motivation (MH) ($\beta = 0.498$, $p < 0.05$), supporting the first hypothesis, while Materialism (M) also positively and significantly influences Hedonic Motivation (MH) ($\beta = 0.385$, $p < 0.05$), confirming the second hypothesis. However, Materialism (M) does not have a significant effect on Buying Decision (KP) ($\beta = 0.080$, $p > 0.05$), and Live Streaming (LS) similarly shows a positive but non-significant effect on Buying Decision (KP) ($\beta = 0.258$, $p > 0.05$), leading to the rejection of the third and fourth hypotheses. In contrast, Hedonic Motivation (MH) has a positive and significant effect on Buying Decision (KP) ($\beta = 0.347$, $p < 0.05$), supporting the fifth hypothesis, indicating that changes in MH significantly influence consumers' buying decisions.

Indirrect Effect

Table 7. Results of the Indirect Effect Test

	Original Sample (O)	T statistics	P-Values
Live Streaming (LS) -> Hedonic Motivation (MH) -> Buying decision (KP)	0,173	2,312	0,021
Materialism (M)-> Hedonic Motivation (MH) -> Buying decision (KP)	0,134	1,787	0,074

Source: Processed Data (2025)

The path coefficient results indicate that Live Streaming (LS) positively and significantly affects Buying Decision (KP) through Hedonic Motivation (MH), with a coefficient of 0.173 and a significance level of 0.021 (< 0.05). This suggests that changes in LS significantly influence KP via MH, supporting the acceptance of Hypothesis 6. In contrast, Materialism (M) also shows a positive effect on KP through

MH with the same coefficient of 0.173, but it is not statistically significant ($p = 0.074 > 0.05$), indicating that changes in M do not significantly impact KP through MH, leading to the rejection of Hypothesis 7.

5. Discussion

The influence of live streaming on consumer hedonic motivation in purchasing skincare products.

Hypothesis testing results indicate that live streaming enables sellers to demonstrate products in real time, providing an interactive and entertaining shopping experience for consumers. As an engaging medium that is both informative and enjoyable, live streaming enhances the overall shopping experience, making it more satisfying and pleasurable. In this study, Generation Z respondents in the Solo Raya region experienced enjoyment through interactions with streamers, engaging product demonstrations, and a dynamic atmosphere, which in turn increased positive feelings and the desire for emotional gratification core aspects of Hedonic Motivation. These findings demonstrate that live streaming strongly influences and enhances consumers' Hedonic Motivation, consistent with Andrini (2024), who reported a significant positive effect of live streaming on Hedonic Motivation.

The Influence of Materialism on Consumer Hedonic Motivation in Purchasing Skincare Products.

Skincare products perceived as trendy or exclusive are often shared on social media, serving as symbols of status and lifestyle. According to the concept of materialism, consumers with high materialistic tendencies seek pleasure and satisfaction through acquiring valued goods, which drives them to pursue enjoyable and emotionally fulfilling shopping experiences. Materialistic Generation Z consumers, in particular, experience excitement and gratification when purchasing skincare products, as these purchases fulfill their need for recognition and provide positive emotional experiences. This explains why materialism has a strong and significant influence on hedonic motivation, aligning with the findings of Prawira Laksana and Suparna (2015), who reported a positive and significant relationship between materialism and hedonic motivation.

The Influence of Materialism on Consumer Buying Decisions in Purchasing Skincare Products.

Although materialism emphasizes symbolic value and social status, skincare products are primarily functional goods related to health and beauty. Respondents who had purchased skincare at least twice tended to prioritize product quality, safety, effectiveness, and suitability for their skin needs over the luxury image or status associated with the product. Consequently, materialism plays a smaller role compared to functional factors, so while there is a positive tendency between materialism and buying decisions, the effect is not statistically significant. This indicates that ownership of products for status or recognition is not a primary motivation for skincare purchases, and thus the hypothesis proposing an influence of materialism on buying decisions is not supported. These findings contrast with Collins (2021), who reported a positive and

significant effect of materialism on consumer purchasing behavior.

The influence of live streaming on consumer buying decisions in purchasing skincare products.

Although live streaming provides real-time product information and an interactive experience that enhances product understanding and hedonic enjoyment, its direct influence on the buying decision does not reach statistical significance. This suggests that live streaming functions more as a supportive element rather than a primary stimulus driving consumer purchases, and thus the proposed direct relationship between live streaming and buying decision cannot be confirmed, leading to the rejection of the hypothesis. These findings contrast with Anisa (2022), who reported a positive and significant effect of live streaming on buying decisions.

The Influence of Hedonic Motivation on Consumer Buying Decisions in Purchasing Skincare Products.

Hedonic motivation focuses on the pursuit of pleasure, emotional satisfaction, and enjoyable experiences during the shopping process. When consumers experience positive emotions, excitement, or enjoyment through entertaining and socially engaging shopping activities, it accelerates and strengthens their buying decisions. This indicates that hedonic motivation drives consumers to make purchasing decisions based on emotional aspects rather than solely on product functionality, demonstrating a positive and significant relationship between the two variables. These findings are consistent with Adilang (2014), who reported that hedonic motivation positively and significantly influences buying decisions.

The influence of live streaming on consumer buying decisions through Hedonic Motivation.

Live streaming creates a dynamic shopping environment through real-time product demonstrations, direct interaction with streamers, and engaging atmospheres that contribute to a pleasurable and emotionally satisfying shopping experience. For Generation Z respondents in the Solo Raya area, who prioritize experiential value, the enjoyment derived from live streaming enhances Hedonic Motivation, which in turn increases their likelihood of making a purchase. This explains why the effect of live streaming on buying decisions is stronger when mediated by Hedonic Motivation, demonstrating a positive and significant indirect relationship between the two variables. These findings align with Andrini (2024), who reported that live streaming positively and significantly influences consumer buying decisions through Hedonic Motivation.

The Influence of Materialism on Consumer Buying Decisions through Hedonic Motivation.

Although there is a positive tendency between Materialism and Hedonic Motivation, the mediating effect is not statistically significant. This is reinforced by the positive and significant influence of live streaming on Hedonic Motivation, which strongly mediates Buying Decision. Most of the Hedonic Motivation driving purchases originates from the interactive live streaming experience rather than the respondents' materialistic tendencies. Consequently, the effect of Materialism through Hedonic Motivation is

overshadowed by the dominant influence of live streaming, rendering the mediating pathway insignificant. This indicates that the pleasure and emotional satisfaction motivating purchases are primarily determined by live streaming and the functional benefits of the product, rather than materialistic orientation or social status seeking. Therefore, the proposed mediating hypothesis is not supported, contrary to the findings of Prawira Laksana & Suparna (2015), who reported a positive and significant effect of Materialism on Buying Decision through Hedonic Motivation.

6. Conclusions

The study concludes that live streaming positively and significantly influences Hedonic Motivation, while materialism also positively affects Hedonic Motivation, though its impact on Buying Decision is positive but not significant. Live streaming indirectly affects Buying Decision through Hedonic Motivation, whereas materialism does not significantly mediate this relationship. For future research, it is recommended to expand the sample beyond the Solo Raya area to enhance validity and generalizability and to test other product categories beyond skincare. For online sellers, optimizing live streaming features—such as offering regular discounts and vouchers, creating engaging and interactive sessions, and presenting products persuasively with realistic benefits can enhance consumer Hedonic Motivation and drive Buying Decisions. In addition, leveraging influencers capable of forming emotional connections and segmenting consumers based on demographic, psychographic, and behavioral characteristics can further tailor marketing strategies, ultimately improving the effectiveness of live streaming in attracting and converting consumers.

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