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The influence of Live Shopping on Purchase Impulsivity through FOMO and Hedonic Shopping Motivation as mediating variables on Shopee customers with Fashion products.

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This study aims to analyze the effect of *Live Shopping* on Purchase Impulsivity, with *Fear Of Missing Out (FOMO)* and *Hedonic Shopping Motivation* as mediating variables, on Shopee customers who have an interest in *fashion* products. The focus of this research is directed at consumers in the South Tangerang area. This research uses a quantitative approach with data collection techniques through online questionnaires, which are distributed to respondents who meet the criteria, namely active Shopee users, have participated in *Live Shopping* sessions, have an interest in *fashion* products, and *live* in South Tangerang. The population in this study were all people in South Tangerang, while the sample was determined as 160 respondents. Data were analyzed using the Structural Equation Modeling (SEM) method with the help of the SmartPLS 4.0 application, to test direct and indirect relationships between variables. The results of this study indicate that *Live Shopping* has a significant effect on Purchase Impulsivity. *Live Shopping* has a significant effect on *FOMO*. *FOMO* has a significant effect on Purchase Impulsivity. *Live Shopping* has a significant effect on *Hedonic Shopping Motivation*. *Hedonic Shopping Motivation* has a significant effect on Purchase Impulsivity. *Live Shopping* has a significant effect on Purchase Impulsivity through *FOMO* mediation and *Live Shopping* has a significant effect on Buyer Impulsivity through the mediation of *Hedonic Shopping Motivation*.

Keywords: Shopee, *Live Shopping*, *FOMO*, *Hedonic Shopping Motivation*, *Purchase Impulsivity*, *Fashion*.