

THE IMPACT OF MARKETING THROUGH LIVE STREAMING OF THE SHOPEE E-COMMERCE PLATFORM ON THE DECISION TO PURCHASE LUCU KIDS CHILDREN'S CLOTHING PRODUCTS

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ABSTRACT

This study aims to determine the impact of marketing through live streaming of the Shopee e-commerce platform on the purchase decision of LUCU Kids products. The research includes the marketing strategies used, the identification of factors that influence consumer purchases and the effectiveness of live streaming that influences purchase decisions. The research method used is qualitatively quasi-experimental with a one-group pretest-posttest design. Data collection techniques through live streaming experiments, observation and documentation. The results of the study show that marketing through live streaming encourages consumer purchase decisions. These findings provide important implications for business actors in optimizing digital marketing strategies in the e-commerce era. (C.E.J.P)

Keywords: Live Streaming, e-Commerce, Shopee, Purchase Decisions, Digital Marketing.

1. INTRODUCTION

Developments in the *digital era* or increasingly advanced technology such as increasing the growth of *e-commerce* in Indonesia, encourage marketing and sales strategies through *online* to be effective for business actors to reach consumers and increase sales widely. *Live streaming* is an interactive marketing medium that allows sellers to showcase products in person, engage consumers in real-time conversations and provide a more personalized shopping experience (Li, Wu, & Mai, 2020). SOSTAC is a planning model that helps companies design marketing strategies in a systematic, logical and easy-to-implement manner, especially in the *digital age* (Chaffey & Smith, 2017). *LUCU Kids* is an educational children's clothing business engaged in *fashion*, besides that *LUCU Kids* is one of the businesses that markets and sells products by utilizing technology such as *e-commerce* and *live streaming*. The influence of marketing using *live streaming* can have a big impact on business development. In this study, the formulation of the problem in the study is how the implementation of marketing strategies using the SOSTAC method through *live streaming* on the *Shopee platform* in improving the performance of the *LUCU Kids* store, as well as influencing consumer purchase decisions through various treatment factors in *live streaming* aforementioned. The purpose of this study is to analyze the application and effectiveness of marketing strategies using the SOSTAC method through *live streaming* on *Shopee* in improving the performance of the *LUCU Kids* store, as well as exploring treatment factors that affect consumer purchase decisions.

INDUSTRY STUDY

The price and use of the *Shopee Live* feature have a significant influence on consumer purchase decisions (Agustin *et al.*, 2024). The friendly and interactive communication style of a *live host* can increase the level of engagement and trust of the *audience* (Mubarok *et al.*, 2024). Compared to previous research, this study explores specific treatments such as product prices during *live streaming*, the *validity period of live streaming product promos*, interactions during *live streaming*, *voucher bonuses* and the duration of *live streaming*, as well as in the context of products targeting the children's product segment. So that this research produces novelty from previous research.

2. RESEARCH METHODS

This study uses a *quasi-experimental* method with a one group pretest-posttest design. This design involved one group of participants who were assessed twice, namely before (*pretest*) and after (*posttest*) as well as interventions to measure changes due to treatment (Pasaribu *et al.*, 2021). This design is often used when *logistical constraints* hinder the use of control groups or randomization of subjects (Smith, 2020). In the context of a qualitative approach, this method is used to deeply understand the relationships between variables that influence purchasing decisions through the collection of narrative data. The data obtained was analyzed to identify patterns, themes and meanings relevant to

CUTE Kids digital marketing.

Qualitative research focuses on meaning, subjective experiences and contextual understanding of participants, especially in marketing practices such as *live streaming* (Almeida *et al.*, 2020). The following table 1 is the *One Group Pre-test Post-test Research Design* (Al Mawaddah. A. W *et al.*, 2021).

Table 1 One Group Pretest-Posttest Research Design

<i>Pre-Test</i>	<i>Treatment (X)</i>	<i>Post-Test</i>
O1	Product prices when <i>live streaming</i>	O2
	Validity period of <i>live streaming product promo</i>	
	<i>Live streaming interactions</i>	
	<i>Bonus voucher</i>	
	<i>Live streaming duration</i>	

Information:

O1= Pretest value (Before being treated)

X= 5 Treatment using *Shopee e-commerce live streaming*

O2= Posttest Value (After Treatment)

TIME AND LOCATION OF THE RESEARCH

The research was conducted from October 2024 to February 2025, through *live streaming activities* of the LUCU Kids store on the *Shopee e-commerce platform* accessed by *Shopee* Indonesia users.

DATA SOURCES

This study uses primary data sources in the form of experimental results, *Shopee analytics report data* related to *LUCU Kids live streaming* and observations during *LUCU Kids live streaming* on the *Shopee e-commerce platform* and secondary data in the form of other supporting data obtained through literature such as journals, articles and others.

DATA COLLECTION METHODS

This study uses data collection methods such as participatory observation by conducting direct observations of consumer behavior during *live streaming* on *Shopee*, including interactions, responses to promos and prices, *duration of live streaming* and purchases. As well as documentation that involves recording *live streaming* results. From these results, it will later be collected and used as research data.

RESEARCH SUBJECT

The subjects in this study are active *Shopee* consumers who have bought products and participated in the *LUCU Kids live streaming* session.

DATA PROCESSING AND ANALYSIS TECHNIQUES

Data processing was carried out by comparing the results before and after the treatment to evaluate the effect. The analysis technique follows the SOSTAC model approach, where each stage (*Situation, Objectives, Strategy, Tactics, Action, Control*) is analyzed thematically and narratively, to assess the effectiveness of marketing strategies through *live streaming*.

DATA VALIDATION

Validation in qualitative research is an attempt to assess the accuracy of findings, as well explained by researchers and participants, through strategies such as triangulation, member checking, and rich, bold descriptions (Creswell and Poth, 2021). Triangulation allows researchers to cross-examine findings from different data sources or methods to

ensure their consistency and improve validity (Ameilda *et al.*, 2020). Credibility can be achieved through activities such as ongoing engagement, member checking, and triangulation. This is a core strategy to ensure validity in qualitative research (Korstjens and Moser, 2020). In this study, to validate the data, namely by using triangulation techniques by comparing and combining observational data, documentation and measurement results before and after *treatment* to ensure consistency of results. Researchers also conduct repeated and thorough checks to avoid errors or biases.

3. RESULTS AND DISCUSSION

The results of this study show the influence of the use of *live streaming features* as a digital marketing medium using the SOSTAC method, on consumer purchase decisions. The following is table 2 of a comparative *analysis of pre-test* and *post-test*.

Table 2 Comparative Analysis of *Pre-Test* and *Post-Test*

Comparative Analysis of <i>Pre-Test</i> and <i>Post-Test</i>			
Yes	Measurement	<i>Pre-Test</i>	<i>Post-Test</i>
1	Sales <i>CUTE PRODUCTS Kids</i>	At condition <i>Pre-test</i> , can be seen <i>CUTE Kids</i> at platform <i>e-Shopee commerce</i> does not have sales from <i>Live Streaming</i> Or	At condition <i>Post-test</i> , after the treatment stage or intervention. <i>CUTE Kids Shop</i> on platform <i>E-commerce Shopee</i> Have 7 times sales Purchase via <i>Live Streaming</i>
		shop.	or directly from the store.
2	Shop Followers <i>CUTE Kids</i>	At condition <i>Pre-test</i> , get views follower <i>FUNNY Kids</i> at platform <i>E-commerce</i> <i>Shopee</i> As 503 person <i>Follower</i> that Derived from marketing Through <i>Word of Mouth</i> to people about. But <i>Followers</i> or follower at platform <i>E-commerce</i> <i>Shopee FUNNY Kids</i> used only to phase beginning so that not yet exist	At condition <i>Post-test</i> , after the treatment stage or intervention. <i>CUTE shop followers</i> <i>Kids</i> on <i>e-commerce platforms</i> <i>Shopee</i> which initially was 503 The number of followers has increased to As 714 person <i>Follower</i> . Addition <i>Followers</i> aforementioned A total of 211, and 9 new followers Derived from <i>live streaming audiences</i> <i>FUNNY Kids</i> . And addition <i>Followers</i> Other happen by <i>Organic</i> on <i>E-commerce platforms</i> <i>Shopee</i> and moment <i>FUNNY Kids</i> marketing products on social media or directly on

		influence towards purchase <i>Commitment</i> and Others that become Concerns <i>FUNNY Kids</i> .	bazaar.
3	Products Viewed and Clicked	At condition <i>Pre-test</i> , can be seen the products that Sold <i>FUNNY Kids</i> at platform <i>e-Commerce</i> <i>Shopee</i> As 15 kind. The following is one of the one example product <i>CUTE Kids, Tiny Dipsy - Cheap Children's Mini Dress</i> with <i>Stock</i> product as many as 3 pcs, sold as many as 0 and level 2 views, and	At condition <i>Post-test</i> , after Done phase <i>Treatment</i> or intervention. Products sold <i>FUNNY Kids</i> at platform <i>e-Shopee commerce</i> as many as 15 types, Have a view or click rate which is high compared to pre-test <i>conditions</i> . For example, in one of the <i>FUNNY Kids</i> products, <i>Sunday Pants – Children's Shorts Cheap</i> with <i>Stock</i> product 11 pcs, 0 sold and the level seen as many as 24, and <i>Tiny Summer Tee - Children's T-Shirt</i>

		<i>Luna Dress - Children's Dress</i> Cheap with <i>Stock</i> 1 pcs of products, sold as many as 0 and The level viewed as many as 1. From condition aforementioned It can be said that CUTE Kids store on <i>platform E-commerce</i> <i>Shopee</i> has a <i>Views</i> or <i>Click</i> that very low.	Cheap with <i>Stock</i> product 11 pcs, 0 sold and 21 levels viewed. From the existence of <i>treatment</i> or intervention to make a <i>FUNNY product</i> <i>Kids</i> more Known <i>Audience</i> so that Occurrence Increased <i>engagement</i> with <i>FUNNY Kids</i> .
4	Product Sought-after	At condition <i>Pre-test</i> , can be seen one of the example product <i>FUNNY</i> <i>Kids</i> on the <i>e- platform</i> <i>Shopee commerce</i> does not have product that Favorites or favorites 0 by consumers.	At condition <i>Post-test</i> , after Done phase <i>Treatment</i> or intervention. One <i>CUTE Kids product</i> i.e. <i>Oversized T-shirt Counting</i> <i>Pigs – Children's T-shirts</i> , have product that Sought-after or 1 favorite by consumers.

DISCUSSION

Based on this research experiment, the influence of *live streaming* with the SOSTAC method proved to be effective, characterized by an increase in sales of up to 7 times. This shows that marketing strategies through *live streaming* are able to attract buyers' interest and drive purchase decisions. The increase in sales was influenced by several elements in SOSTAC's strategy, such as attractive discount price offers, active interaction during broadcasts, and other special promos. In addition, the use of *live* ads also increases the number of viewers, which directly impacts increased sales. The addition of 211 new followers shows that *live streaming* has managed to attract new audiences. The *segmenting*, *targeting*, and *positioning* (STP) strategy in the SOSTAC method plays an important role in reaching the right market, while the *call to action* during *live* sessions is effective in encouraging viewers to follow the store. Increased interaction with the product, such as the number of clicks or views as many as 21–24 times, shows that the *strategy tactics* in SOSTAC have succeeded in increasing the visibility and attractiveness of the product. Although there are not many, some *LUCU Kids* products have also managed to be favored by consumers, proving that the positioning strategy applied is able to build interest in the brand.

In the effect of *live streaming* experiments on treatment, the price of products with discounts greater than or above 10% tends to attract buyers more than small discounts. However, a large discount does not always guarantee an increase in sales, it shows that the *audience* does not only consider the price, but also other supporting factors such as the quality of interaction, additional promos, certain moments and the quality of the product. In the treatment of a *live streaming* product promo validity period that is longer or more than 7 days, it tends to provide a great opportunity for consumers to make a purchase. This shows that the *audience* needs a sufficient period of time in considering their

purchase. In the treatment of active *live streaming* interactions does not necessarily result in higher sales, there are other factors such as the number of viewers and the use of *live ads* that also affect the effectiveness of the interaction. In the treatment of *voucher bonuses*, which have no impact on sales, consumers tend to be more interested in direct discounts given during *live sessions*. As well as longer *live streaming* durations such as 60 minutes or more, tend to result in higher sales, especially if driven by the use of live streams and special promotional moments such as twin dates.

On the effect of the effectiveness of SOSTAC's strategy in *the live streaming* of the CUTE Kids store, the initial situation analysis at the CUTE Kids store helps in identifying consumer behavior and treatment that affects purchases on *live streaming*. The main goal of marketing using the SOSTAC method is to find out consumer preferences and behaviors towards treatment during *live streaming*, as well as increase sales, this goal is achieved by increasing sales by 7 times. The *segmenting, targeting and positioning* (STP) strategy in the SOSTAC method helps *LUCU Kids* in reaching the relevant target market. Tactics such as large discount offers, active interaction, long promo validity periods and the use of *live ads* have succeeded in increasing *engagement* and sales at *the LUCU Kids store*. The implementation of *live streaming* by paying attention to price variations, durations, promos and interactions, is effective in attracting buyers' interest. Finally, in *the control* or measurement and evaluation of *live streaming* results through sales data, number of viewers and *engagement*, it helps *LUCU Kids* in understanding the factors that have the most influence on marketing success.

4. CONCLUSIONS

This research shows that marketing through *live streaming* on the *Shopee platform* has a positive impact on consumer purchase decisions and improving the performance of *the LUCU Kids store*. Using a *quasi-experimental qualitative* approach and a SOSTAC-based marketing strategy, this study successfully found that *LUCU Kids* used the SOSTAC method in *live streaming marketing strategies* to understand audience behavior and preferences. This approach is effective in strengthening marketing communication and influencing consumer purchase intent. Although it has a positive impact, there are still aspects that need to be improved. Next, *LUCU Kids' live streaming* strategy has a positive influence on sales, although the results vary. The most influential factors include large discounted prices, promo validity of more than 7 days, active interaction and *live streaming* duration of 60 minutes or more driven by the use of *live ads*. However, not all treatments have a positive impact, so strategies need to be adjusted to optimize results. As well as *live streaming* has been proven to be effective in improving purchasing decisions and the performance of *the LUCU Kids store*, as seen from the increase in sales by 7 times, the addition of followers by 211 people, the product clicked or viewed 21-24 times and 1 product is favored by consumers. The results of the experiment show that the effectiveness of this marketing still varies, depending on factors such as the strength of promotion, the selection of *live time*, the use of *ads*, and other supporting elements. Therefore, *live streaming strategies* need to continue to be adjusted to audience preferences and business capabilities.

Advice for business actors, this study recommends the use of the SOSTAC method as a *live streaming* marketing strategy, as it provides a systematic and comprehensive framework. For business actors, this study recommends exploring various attributes or other treatments in *live streaming*, as well as comparing their effectiveness across various *e-commerce platforms* to expand understanding of digital consumer behavior.

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Celine Endara Juwastra Putri was born in Denpasar on May 17, 2002. The author completed his S1 education at Bina Nusantara University in the field of entrepreneurship in 2025. Currently actively working as an entrepreneur by building a food and handicraft business. The author is also active in business development and digital marketing activities.