

The Effect of Flash Sale Promotions, Live Streaming and Online Customer Reviews on Nvmee Hair Styler Purchase Decisions on the E-Commerce Shopee (A Study of Generation Z in Jabodetabek)

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INFO	ABSTRACT
Submitted: 13 January 2026 Revised: 03 May 2026 Accepted: 11 May 2026 Available Online: 09 June 2026 Copyright ©2024 by Journal of Judikaltura (s) This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.   Keywords: Flash Sale Promotions, Live Streaming, Online Customer Reviews, Purchase Decisions	<i>This research examine the effect of flash sale promotions, live streaming, and online customer reviews on purchase decisions for Nvmee hair styler products on the Shopee e-commerce platform, with a focus on Generation Z consumers in the Jabodetabek area. The increasing use of digital marketing features in e-commerce has encouraged sellers to optimize promotional strategies and interactive communication to influence consumer purchasing behavior. This study is based on a quantitative research approach employing a causal associative design. This research involved 160 research participants, determined using the Hair method sampling guideline, comprising Generation Z consumers in Jabodetabek who have experience purchasing Nvmee hair styler products on Shopee during flash sale promotions, through live-streaming commerce features, and based on evaluations found in online consumer review platforms. The data were obtained via structured questionnaires and subsequently processed using statistical methods for the examination of the proposed hypotheses, then calculated with SPSS 29. The findings indicate that flash sale promotions, live-stream commerce, and consumer-generated online reviews exert a positive and statistically significant influence on purchase decisions, both partially as well as jointly. All proposed hypotheses are supported, indicating that these digital marketing variables hold a significant influence on Generation Z’s purchasing behavior within e-commerce. These findings provide empirical evidence for the effectiveness of promotional and interactive features on Shopee and offer practical implications for brands and sellers in designing marketing strategies that are aligned with the preferences of young digital consumers.</i>

INTRODUCTION

In the modern era, beauty is no longer viewed solely as external appearance but also involves psychological, social, and cultural elements that shape how individuals perceive themselves and others. In many cultures, hair is considered a primary symbol of identity and beauty, often referred to as a “crown” that influences self-perception. Therefore, healthy hair is closely associated with quality of life and mental well-being (Moattari & Jafferany, 2022). The genetic diversity of Indonesians results in various hair types, ranging from straight to wavy and curly. Clean, strong, moisturized, and split-end-free hair is widely perceived as a sign of health and attractiveness (Tritania et al., 2023).

Advancements in beauty technology have transformed consumer behavior, as hair care that was once dominated by salon services can now be performed independently using hair styling devices.

Hair styling functions as a form of self-care that enhances appearance and builds self-confidence, while well-groomed hair represents cleanliness, professionalism, and visual appeal in modern culture (Ismianti & Swarnawati, 2023).

One local brand that has successfully utilized this opportunity is NVMEE (New Me), a hair styler brand that has gained popularity among Indonesian consumers. NVMEE offers various hair styling products, including the hair straighteners, curling irons, and hair dryers. Based on Markethac (2023) data, Kemei ranked first with sales of IDR 2.35 billion and 33,024 units sold, while NVMEE ranked second with a higher sales value of IDR 4.85 billion despite selling fewer units, totaling 16,145. This indicates that NVMEE targets the mid-to-upper market segment with a higher average selling price. Furthermore, NVMEE has received prestigious awards, including the Indonesian World Record Museum (MURI) and the 2024 Brand Choice Award, reflecting the success of its product quality and digital marketing strategies, particularly on e-commerce platforms. In 2024, Indonesia's e-commerce transaction value began to recover, reaching IDR 512 trillion and surpassing the 2022 figure. Shopee get emerged as the most accessed e-commerce platform in Indonesia in 2025, with nearly 50% of respondents using it, significantly outperforming platforms such as TikTok Shop, Tokopedia, Lazada, Blibli, and Facebook Marketplace (Katadata.co.id, 2025). Generation Z (born 1997–2012), aged 13–28, plays a crucial role in driving e-commerce growth (Handayani & Permana, 2022). According to Similarweb Shopee (2025), Shopee users are dominated by the 25–34 age group at 33.06%, followed by the 18–24 age group at 25.95%.

Data from the Shopee platform in 2025 show that the hair straightener category is highly competitive. During the last 30-day sales period in October, the Maimeite Model Upgrade Hair Curly Styler ranked first with 3.8 thousand units sold, followed by the AIUEO Rosi 459 Hair Straightener with 3.2 thousand units, while the NVMEE Libra Hair Styler 2.0 ranked third with 2.8 thousand units sold. Although NVMEE ranks third in unit sales, it receives the highest rating compared to its main competitors, indicating positive consumer perceptions of product quality. However, this positive perception has not yet translated into superior sales performance, suggesting that NVMEE's digital promotional strategies still need to be optimized to encourage purchasing decisions in an increasingly competitive market.

Flash sales utilize scarcity and urgency to encourage immediate purchasing behavior (Renita & Astuti, 2022). Live streaming enhances purchase decisions by providing interactive and transparent shopping experiences Guo et al (2021) while online customer reviews is serve as an important information source for evaluating product credibility (Wati et al., 2021). Previous studies by Tusadiah et al (2025) and Rahmadani & Cempena (2024) found that these three variables positively and significantly influence purchasing decisions. However, Al-Fairuz (2025) reported that flash sales had no significant effect, and Leriyan et al (2025) found that live streaming was also insignificant. These inconsistencies indicate a research gap. Moreover, prior studies have largely focused on fashion or general skincare products and have not emphasized Generation Z as the primary consumer group or examined local hair beauty brands such as NVMEE on the Shopee platform, thereby highlighting the relevance of this study.

LITERATURE REVIEW

1. Flash Sale

According to Wangi & Andarini (2021) a flash sale is the type of promotion that directly lowers prices for a limited time and on a limited number of products. This strategy is considered effective because it creates a sense of urgency and scarcity, encouraging consumers to make some immediate purchasing decisions. Darwipat et al (2020) also explain that a flash sale is a marketing strategy in online businesses that offers products at significantly lower prices than normal for a very short duration, with the aim of quickly attracting the attention of many consumers. Herlina et al. (2021) added that a flash sale is a promotional service on a marketplace that provides products or services with limited offers for a certain time. Kotler et al (2024) also emphasized that

the main characteristic of a flash sale is the time limit, which creates a sense of urgency and makes consumers feel lucky when they successfully obtain the product. Meanwhile, Dsilva & N (2021) stated that a flash sale is a form of short-term promotion that offers large discounts to attract as many consumers as possible to take advantage of the offer. According to Nastiti & Nugroho (2020) there are five dimensions of Flash Sale: Discount During Promo, Frequency of Flash Sale, Duration of Flash Sale, Number of Products Available at Flash Sale, and Attractive Flash Sale

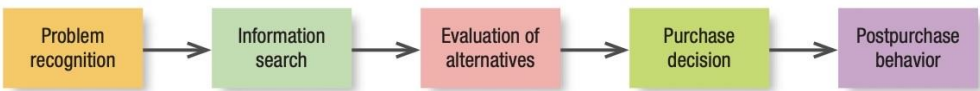
2. Live Streaming

According to Juliana 2023)live-streaming facilitates direct, real-time interaction among sellers and buyers through an interactive and engaging medium, placing the user at the center. Siregar & Purnama (2022) state that live streaming can create a competitive advantage for social commerce compared to conventional e-commerce. This is because consumers can see the product directly and identify the seller. Furthermore, viewers can communicate with each other through a text-based chat feature available during the broadcast. According to Rahmawati et al. (2023) live streaming provides a sense of security for consumers because they can directly see the product's condition, both in terms of its physical appearance and quality. Meanwhile, according to Suhyar & Pratminingsih (2023) live-streaming represents a form of media advancement that allows immediate interaction in real time. According to Netrawati et al. (2022) the live streaming feature has three main dimensions: Perceived Product Quality, Host Credibility, and Discounts.

3. Online Customer Review

Online customer reviews get refer to evaluations and user-reported experiences related to products or services that have been purchased and used. Online customer review features help consumers make purchasing decisions, as most buyers prefer products that receive positive feedback from other customers (Amin & Fikriyah, 2023) . Kotler et al. (2022) explain that customer reviews significantly influence individual preferences or tastes when making a purchase. As stated by Ribek et al. (2023) online reviews function as a mechanism of feedback that can improve a seller 42 reputation on e-commerce platforms, thereby fostering consumer trust in that seller's account. As explained by Wati et al. (2021) online customer reviews refer to evaluations composed by purchasers who have made purchases from online stores and function as an informational reference for other potential buyers to evaluate the product's suitability to the seller's claims. Fathin & Millanyani (2021) suggest that there are three dimensions to online customer reviews: Perceived Usefulness, Perceived Enjoyment, and Perceived Controlling.

4. Purchase Decision



Source : Kotler et al . (2021)

Figure 1. Stage of Purchasing Decision Process

Before deciding to purchase, consumers first assess and compare the information they receive with the actual condition of the product. Consumers don't make a choice immediately, but rather go through a series of processes. According to Kotler et al. (2021) there are five stages consumers go through in making a purchasing decision:

- 1) Problem Recognition: The early phase emerges as consumers become aware of a need or problem that must be met. This awareness can originate from internal or external stimuli.
- 2) Information Search: Once a need is recognized, consumers are motivated to seek further information. This activity can occur at two levels: heightened attention, when consumers become more sensitive to product information; and active search, when consumers

- directly seek references, read reviews, discuss products, or visit stores to learn about the product they are interested in.
- 3) Alternative Evaluation: At this stage, consumers evaluate the various brands or options available. The evaluation process is not uniform as it is heavily influenced by individual characteristics and the purchasing situation. Each consumer has their own way of comparing alternatives before making a choice.
 - 4) Purchase Decision: After evaluating options, consumers form a preference for a particular brand and develop a purchase intention. However, this intention can still change due to two factors: the influence of others and unforeseen circumstances that may arise before the transaction takes place.
 - 5) Post Purchase Behavior: After purchasing a product, consumers will assess their level of satisfaction. If the product quality falls short of anticipated standards, buyers tend to experience dissatisfaction; when performance aligns with expectations, satisfaction is achieved; and when performance surpasses expectations, a high level of satisfaction occurs.

According to Kotler et al. (2024), the purchasing decision refers to the phase in which consumers choose the brand they consider most appropriate after comparing various alternatives. This process can be influenced by the opinions of others and unexpected situations. Shadrina & Sulistyanto (2022) explain that purchasing decisions emerge from a complex mental mechanism through which buyers assess available information, consider various options and then make their final choice Irwansyah et al. (2021) add that purchasing decisions involve several stages that lead consumers to determine the product they choose based on knowledge and consideration of factors such as quality, price, location, marketing strategy, ease of access, and service. Meanwhile, Sutianingsih & Samodra (2021) view purchasing decisions as a conflict resolution process that includes: information acquisition, assessment of available alternatives prior to purchase, and post-purchase evaluation activities. The dimensions of purchasing decisions according to Kotler and Armstrong (2012) in Komara et al. (2023) as follows: Product Choice, Brand Choice, Distributor Choice, Purchase Time, and Purchase Amount.

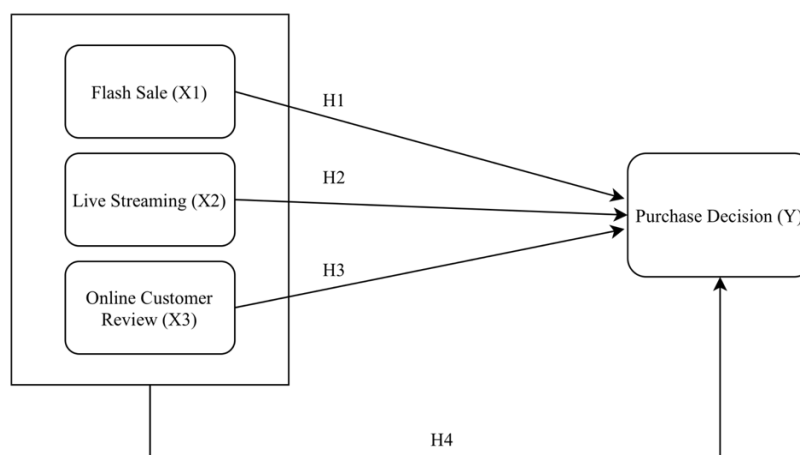


Figure 2. Research Framework

Independent Variables (X):

X1: Flash Sale

X1: Live Streaming

X1: Online Customer Review

Dependent Variables (Y):

Y: Purchase Decision

The researchers formulated the following hypotheses for this study:

- 1) H1: Flash sales have a positive and significant effect on purchasing decisions.
- 2) H2: Live streaming has a positive and significant effect on purchasing decisions.
- 3) H3: Online customer reviews have a positive and significant effect on purchasing decisions.
- 4) H4: Flash sales, live streaming, and online customer reviews simultaneously have a positive and significant effect on purchasing decisions.

METHODS

This research employs a quantitative research design with an associative causal approach to examine the relationships between variables in a systematic and empirical manner. Quantitative methods are used to present data in numerical form and analyze them statistically to test predefined hypotheses. The research is explanation in nature, as it provides an overview of the characteristics and conditions related to flash sales, live-stream-based marketing, consumer online reviews, and consumer purchase decisions. At the same time, it is causal associative, aiming to examine the influence of flash sales, live-stream-based marketing, and consumer online reviews as independent variables on consumer purchasing decisions for NVMEE hair styler products on Shopee, as the dependent variable. The data used are quantitative data obtained through structured questionnaires serving as the primary data collection instrument. The measurement of variables is conducted using research instruments, designed according to operational definitions, ensuring that the data collected are suitable for statistical analysis and aligned with the research objectives. (Sugiyono, 2023)

RESULTS AND DISCUSSION

1. Multiple Linear Regression Analysis

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 11,787 + 0,345(X_1) + 0,359(X_2) + 0,253(X_3)$$

- a. The constant value of 11.787 implies that when Flash Sale (X_1), Live Streaming (X_2), and Online Customer Review (X_3) are assumed to have no influence or are equal to get zero, the level of Purchase Decision remains at 11.787. This value represents the baseline level of purchasing decisions in the absence of the three independent variables.
- b. The Flash Sale coefficient ($\beta = 0.345$) indicates that a one-unit increase in Flash Sale, while Live Streaming and Online Customer Review are held constant, leads to an increase of 0.345 in Purchase Decision. This result suggests that flash sale activities positively contribute to consumers' purchasing decisions.
- c. The Live Streaming coefficient ($\beta = 0.359$) shows that an increase of one unit in Live Streaming, assuming Flash Sale and Online Customer Review remain unchanged, results in a 0.359 increase in Purchase Decision. This finding confirms that live streaming plays a constructive role in encouraging consumer purchasing behavior.
- d. The coefficient for Online Customer Review ($\beta = 0.253$) demonstrates that a one-unit increase in Online Customer Review, with Flash Sale and Live Streaming held constant, increases Purchase Decision by 0.253. This result indicates that more favorable customer reviews are associated with higher purchasing decisions.

2. Partial Hypothesis Testing (t-test)

The partial t-test is conducted to evaluate the significance of each independent variable's effect on the dependent variable. The decision criteria are based on the significance value in the statistical output. A hypothesis is accepted if the significance value is below 0.05 and rejected if it exceeds 0.05.

- a. Testing the Flash Sale Variable on Purchase Decisions (H1) The results of the t-test indicate that the Flash Sale variable produces a t-statistic of 12.744, exceeding the critical t-value. The critical value was obtained using degrees of freedom calculated as $df = n - k - 1$, resulting in $df = 160 - 3 - 1 = 156$, with a corresponding t-table value of 1.975. In addition, the significance level obtained is 0.000 which is below the threshold of 0.05. These findings demonstrate that Flash Sale activities exert a positive and statistically significant influence on purchasing decisions for NVMEE Hair Styler products on the Shopee.
- b. Testing the Live Streaming Variable on Purchase Decisions (H2) The Live Streaming variable yields a t-statistic value of 7.477, which is higher than the t-table value of 1.975. The associated significance value is 0.000, indicating statistical significance at the 5% level. Based on these results, it can be concluded that Live Streaming has a positive and significant effect on consumers' purchasing decisions regarding NVMEE Hair Styler products on Shopee.
- c. Testing the Online Customer Review Variable on Purchase Decisions (H3) The t-test analysis for the Online Customer Review variable shows a calculated t-value of 5.831, which surpasses the critical t-table value of 1.975. The significance value obtained is 0.000, which is lower than 0.05. This indicates that Online Customer Reviews have a positive and statistically significant effect on purchasing decisions for NVMEE Hair Styler products on the Shopee e-commerce platform.

3. Simultaneous Hypothesis Testing (F-test)

The F-test was conducted to examine whether Flash Sale, Live Streaming, and Online Customer Review simultaneously influence purchasing decisions. The degrees of freedom were calculated using $df = n - k - 1$, resulting in $df = 156$, with an F-table value of 2.66 at a 5% significance level. The results show that the calculated F-value is 112.247, which is substantially higher than the F-table value. Furthermore, the significance value of 0.000 is below 0.05.

4. Coefficient of Determination (R^2)

The coefficient of determination was used to measure the extent to which the independent variables explain variations in the dependent variable. The analysis reveals an Adjusted R Square value of 0.677, indicating that Flash Sale, Live Streaming, and Online Customer Review variables explain 67.7% of the variance in purchasing decisions. The remaining 32.3% is attributed to other factors not examined within this research model.

CONCLUSION

The conclusions are derived from the data analysis conducted to summarize the key findings of the study in line with the research objectives. The conclusions regarding the influence of flash sales, live streaming, and online customer reviews on purchasing decisions for NVMEE Hair Styler products on the Shopee e-commerce platform are as follows:

- a. The findings related to the flash sale variable indicate that flash sales have a positive and significant effect on purchasing decisions. Time-limited promotional offers are effective in attracting consumer attention and encouraging immediate purchases by creating a sense of urgency.
- b. The results for the live streaming variable demonstrate a positive and significant influence on purchasing decisions. Consumers feel more confident after receiving product information directly through demonstrations and interactions during live streaming. This condition indicates that real-time, two-way communication can increase consumer confidence in making purchasing decisions.
- c. Based on the research results on the online customer review variable, it can be concluded that this variable has a positive and significant influence on purchasing decisions.

Consumers tend to use reviews from previous buyers as a source of information before making a purchase. Positive and credible reviews can strengthen the perception of trust and reduce consumer doubts about the product.

- d. Simultaneously, the set of variables comprising flash sales, live streaming, and online customer reviews has been empirically demonstrated to exert a statistically significant effect on purchasing decisions. This finding suggests consumer purchasing decisions are shaped by a combination of price promotion strategies, interactive marketing, and trust built through other consumers' experiences on digital platforms.

Regarding the flash sale variable, the study findings demonstrate that the appeal of price promotions exerts a substantial influence on purchasing decisions. Therefore, it is advisable for NVMEE consistently maintain and manage its flash sale strategy, both in terms of timing, discount amounts, and promotional intensity. Clear and targeted delivery of promotional information is also important to ensure consumers respond optimally to offers.

Regarding the live streaming variable, the research results indicate that direct and interactive product information delivery significantly influences purchasing decisions. Therefore, it is suggested that NVMEE continue to enhance the standard of its live streaming content by selecting communicative hosts, providing informative product explanations, and providing compelling product demonstrations. Increasing audience interaction can also strengthen consumer engagement with the product.

Regarding the online customer review variable, the results of the analysis indicate that consumer reviews are a key consideration in purchasing decisions. Therefore, it is recommended that NVMEE continuously maintain and improve the standard of its products and services in order to stimulate positive reviews. Furthermore, the company is advised to actively respond to consumer reviews to build a professional and trustworthy brand image.

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Data Availability

The data utilized to support the results of this research were obtained through a structured survey conducted as part of a thesis. All relevant data are presented within this article. Additional data related to the research findings may be made available by the author upon reasonable request, subject to ethical considerations and data confidentiality.

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Conflict of Interest

The author declares that no financial, professional or the personal interests that may have influenced the outcomes or interpretations of this research.

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