

Two-Way Approach in The Concept of Improving Digital Selling for Typical Bugis-Makassar Female Entrepreneurs

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ABSTRACT

Women in the beauty sector play a role in developing the business world and using the digital economy. In South Sulawesi, female entrepreneurs utilize the uniqueness of the Bugis-Makassar tribe to produce skincare products known as Badda' Lotong. Through a two-way approach and mixed-method research, the objectives of this study are to (1) Analyze the effect of live streaming on impulsive buying and digital selling, (2) Analyze women's impulsive buying behavior, (3) Analyze the increase in digital selling of the Badda' Lotong business. The study results show that live streaming can encourage impulsive customer behavior so that they decide to make product purchases. The use of technology through online marketing on social media and sales in the marketplace has been proven to increase seller income.

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Introduction

The development of the digitalization era has encouraged an increase in the number of independent entrepreneurs who utilize various available resources, especially with full support from the government in using the digital economy across multiple business sectors. The beauty industry is a business sector that has experienced quite significant growth in



Indonesia. An increase of 20.6% occurred in 2022 [1] and then increased further in 2023, namely 21.9% [2]. The potential for improving the beauty industry is expected to continue because the beauty industry has a high trading frequency [3]. In addition, the availability of natural resources that have been used for generations supports the growth of the beauty industry in Indonesia [2].

The growth of this beauty industry has also occurred in South Sulawesi, which is mostly owned by female entrepreneurs. Female entrepreneurs utilize the natural resources typical of South Sulawesi to create a beauty brand on a small and medium business scale. One of them is the Badda' Lotong product or black powder which is a traditional scrub that is famous for being typical of the Bugis tribe which has been exported to several countries [4]. The beauty industry must continue to pay attention to quality in order to maintain its reputation [5] and product innovation to face competitors who are also increasing [6]. When examined from a marketing perspective, the beauty industry has a common problem, namely an unoriginal promotional strategy [7]. The tendency to imitate each other causes the buyer's appeal to be less than optimal, especially since beauty business customers are dominated by women who are very prone to impulsive (spontaneous) buyers [8]; [9]; [10]. According to [11], promotion is the main factor that can influence the tendency of buyers to behave impulsively when shopping. Digitalization is the best solution used by entrepreneurs to increase sales indirectly through digital-based promotions [12]; [13]; [3] because through digitalization, value creation can be created [14]; [15]. In addition, the use of digital marketing through online marketing has been proven to influence customers' purchasing decisions [16].

Digital transformation in the beauty industry is a new trend, as well as problem-solving in the development of the beauty industry. Digital technologies such as artificial intelligence, virtual reality, and big data drive innovation and improvement in the beauty industry [3]. Live streaming is one of the digital marketing innovations most widely used by beauty business actors [17]; [18]. Almost all e-commerce provides live streaming



services for selling goods, so this method is in great demand [19]; [20]. Proven based on several previous studies showing that the sales method through live streaming can influence customers' impulsive shopping desires [20]; [21]; [22] so that it can encourage increased online sales (digital selling) [20]; [23]; [24]. However, not all entrepreneurs have utilized social media to maximize digital selling, even though social media plays a role in influencing customer purchasing decisions because, through social media, customers will find it easier to access detailed information related to products and other information [25].

Some of the challenges faced include strategies for finding uniqueness in live streaming, strategies for increasing the number of viewers, and the seller's ability to analyze the digital market. Thus, an in-depth study is needed to prove the concept of online marketing [23], which can be applied in the business world and industry (DUDI). Thus, several research questions raised include; 1) Can live streaming affect impulsive buying and digital selling ?. 2) How is women's impulsive behavior in shopping for Badda' Lotong products ?. 3) How do you increase online sales (digital selling) of Badda' Lotong's business ?.

This study has three points of novelty, namely the research model, research method, and research object. First, the difference from the research model is based on previous studies [8]; [11]; [17]; [20]; [21]; [22], which generally analyze the influence of live streaming and impulsive buying directly on customer purchasing desires and purchasing decisions. This study is different because it uses digital selling as a variable influenced by customer live streaming and impulsive buying activities. Meanwhile, digital selling will be represented by the level of sales obtained by Badda' Lotong entrepreneurs from online sales in one period. This makes the research results have direct implications for government policies in the development of a digital economy where innovation in conducting live streaming in online marketing will be the main focus in order to influence impulsive buying so that an increase in digital selling will be achieved. Second, previous studies were dominated by quantitative research types, so this study will be designed using



a mixed-method research method. Through a mixed method, the results obtained are better able to represent the phenomena being studied more comprehensively. Third, the object of the previous study was customer behavior, so the perspective that would be built only came from one direction. This study uses a two-way perspective, namely, making customers and sellers the objects of research. Thus, the research results become more realistic in order to obtain a clear picture of the conditions experienced by customers and sellers.

Method

This study is a mixed-method study between quantitative and qualitative. The quantitative method is used as an approach from the consumer side by measuring impulsive buying behavior and the effects of live streaming. Consumer behavior will represent their decision to buy a product. Furthermore, the approach from the producer side is carried out qualitatively to see the increase in digital selling in one period. The population used in this study were all consumers of the Badda' Lotong product, a specialty of Bugis-Makassar. The sample determination used Cluster Random Sampling, where the mapping was carried out based on the producer's area, namely Makassar, Maros, and Gowa. The determination of Badda' Lotong producers was carried out through a survey via social media Instagram, Facebook, and TikTok. The number of samples that met the requirements was 147 respondents who were customers; this number has met the minimum standard of the sample used of at least 120 sample respondents, namely 10% of the error rate or ten times the number of indicators used namely 12 indicators. In addition, there were six informants who were sellers of the Badda' Lotong product.

Table 1. Variable measurement

Variable	Measurement	Sources
Live Streaming	<ol style="list-style-type: none"> 1. Characteristics of the platform 2. Content 3. Product 4. Seller Reputation 5. Network 6. Interpersonal Influence 	[22]
Impulsive Buying	<ol style="list-style-type: none"> 1. Hedonic browsing 2. Cognitive Experience 3. Affective Experience 	[10]
Purchasing Decision	<ol style="list-style-type: none"> 1. Internal stimulus 2. External stimulus 3. Organism 	[10]
Digital Selling	<ol style="list-style-type: none"> 1. Readiness 2. Efficacy 3. Effectiveness 	[24]

Sources: Wongkitrungrueng and Assarut (2017), Mullins and Agnihotri (2022), Kimiagari and Malafe (2021).

Data collection was carried out in three stages, namely (a) the initial observation stage through social media (Instagram, Facebook, and TikTok); (b) the structured interview stage conducted with sellers; (c) the consumer survey stage through the distribution of questionnaires. At each stage, FGD is needed before, during, and after the research is carried out. The quantitative data analysis method used is Path Analysis to test the correlation matrix of the causality model of the relationship between live streaming, impulsive buying, and digital selling directly or through purchasing decisions. The path analysis equation is as follows:

$$Z = b_1X_1 + b_2 X_2 + e_1 \dots \dots \dots (1)$$

$$Y = b_3X_1 + b_4X_2 + b_5Z + e_2 \dots \dots \dots (2)$$

Information:

- X1 = Live Streaming
- X2 = Impulsive Buying
- Z = Purchasing Decision
- Y = Digital Selling
- b1 = Path Coefficient X1 to Z
- b2 = Path Coefficient X2 to Z
- b3 = Path Coefficient X1 to Y
- b4 = Path Coefficient X2 to Y
- e1 = error 1
- e2 = error 2

At the same time, qualitative data analysis is carried out through a phenomenological paradigm to explain the increase in digital selling by producers through their experiences and interactions with the surrounding environment. The stages of methodological analysis include the processes of bracketing, intuiting, analyzing, and describing.

Results and Discussion

Respondent Characteristics

Respondents in this study were customers of various brands of badda' lotong products. The respondents' characteristics mapping results are presented in a graph, as shown in Figure 1 below.

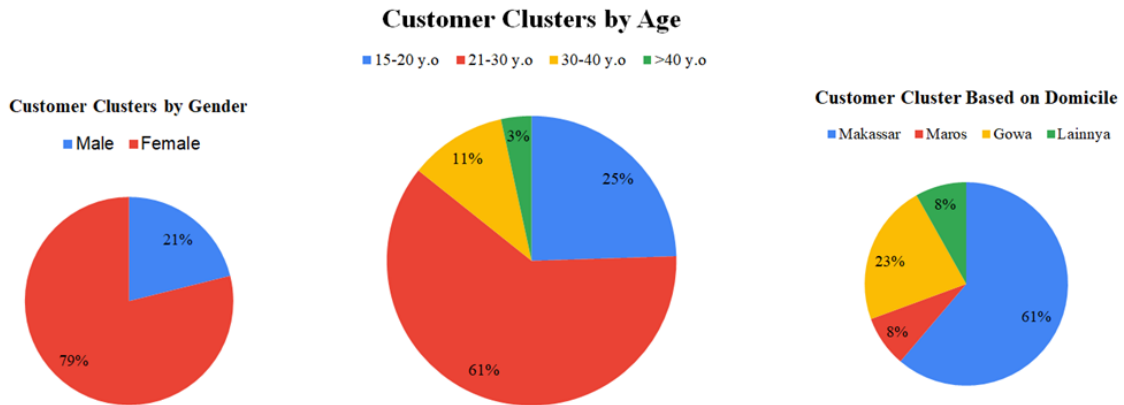


Figure 1. Customer Cluster by Gender, Age, and Domicile

Based on the results of the respondent mapping, it is known that badda' lotong customers are dominated by women. This could be because the badda 'lotong product is one of the skincare products and, more specifically, body care that women generally use. However, the badda 'lotong product is also quite popular with male customers because of the natural spices used to attract male customers to try it. If mapped by age, customers aged 15-20 years are the customers who use the most badda' lotong products, reaching 61%. This can be caused by the characteristics of teenagers in puberty, which makes them more interested in using scrub products. Based on domicile, most customers are in Makassar City, followed by Gowa Regency and Maros. However, it turns out that badda' lotong marketing is not wider than three areas in South Sulawesi. It can be seen in the graph that 8% of customers are outside the Makassar, Gowa, and Maros areas. Therefore, it can be concluded that the sales reach of badda' lotong products has expanded.

Mapping is also classified based on online sales platforms and best-selling brands; the results are presented in the graph in Figure 2 below.

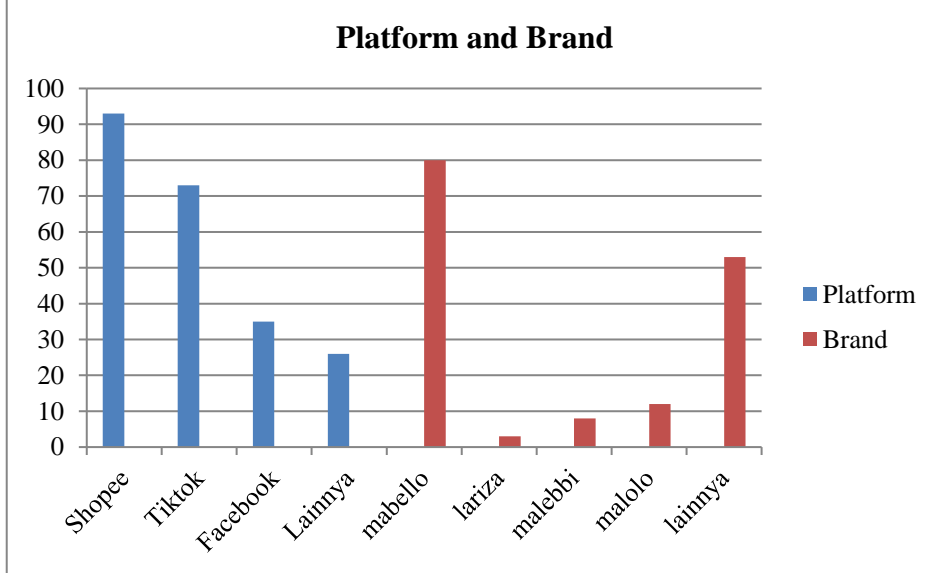


Figure 2. Customer Cluster by Digital Platform and Brand.

Figure 2 shows that Shopee is the digital platform most widely used by customers to make purchases of badda' lotong, followed by TikTok and Facebook. These three platforms are the most accessible for customers to use in transactions. Meanwhile, when viewed based on the badda' lotong product brand, the Mabello brand is the best-selling product. This is natural, considering this brand already has a reasonably big name compared to other products. Mabello is regarded as a pioneer of natural spice scrubs typical of Bugis-Makassar.

Correlation between Live Streaming, Impulsive Buying, and Purchasing Decisions

The relationship between live streaming and impulsive buying on purchasing decisions is analyzed using quantitative statistics presented in Table 2 below.

Table 2. Quantitative Test Result

Type	Measurement	Statistic Result
Determinant Test	R-Square	0,447 = 44,7%
Simultant Test	F-test; P-Value	F = 58,16; Sig. 0,000
Parcial Test		
- Live Streaming on Purcashing Decisions	T-Test; β_1 ; P-Value	T = 5,74; $\beta_1 = 0,43$; P-Value = 0,000
- Live Streaming on Impulsive Buying	T-Test; β_2 ; P-Value	T = 5,68; $\beta_2 = 0,37$; P-Value = 0,000
- Impulsive Buying on Purcashing Decisions	T-Test; β_3 ; P-Value	T = 5,81; $\beta_3 = 0,38$; P-Value = 0,000

Sources: SPSS (2024).

The results of the determination test show that there is an influence of live streaming and impulsive buying on customer purchasing decisions of 44.7%, which means that 55.3% of other factors can also influence customer product purchasing decisions. This is in line with the results of simultaneous testing, which shows a significance value of $0.000 < 0.05$; this means that all independent variables together significantly affect the dependent variable. The results of partial testing show a value of $\beta_1 = 0.43$; P-value = 0.000, which means that live streaming has a positive and significant effect on product purchasing decisions. Furthermore, the influence of live streaming on impulsive buying is also proven to show similar results, namely $\beta_2 = 0,37$; P-value = 0,000. This result is the same as the influence of impulsive buying on purchasing decisions, which shows a value of $\beta_3 = 0.38$; P-value = 0.000.

The result show that live streaming has an influence on customers' purchasing decisions. The more often customers do live streaming, the greater the opportunity to influence customers' decisions to buy. Apart from that, live streamings has also been proven to influence customers' impulsive behavior in purchasing products. The more often customers watch streaming, the more their desire to make spontaneous purchases will increase. Furthermore, customers' impulsive buying behavior has been proven to be able to

strengthen customers' product purchasing decisions.

Increasing Online Sales for Women Entrepreneurs

This study uses a mixed-method approach to review the research results. The correlation between live streaming, impulsive buying, and purchasing decisions is studied using quantitative methods. In contrast, the increase in online sales (digital selling) of Badda' Lotong product sellers is analyzed using qualitative methods. Data were obtained through interviews with six informants selling Badda' Lotong products from various brands presented in Table 3 below.

Tabel 3. Informant Characteristics

No.	Name of Informant	Age	Brand	Role	Longtime Trading
1	Nur Ilsha	24 y.o.	Mabello	Reseller	6 months
2	Jawariah	49 y.o.	Malebbi	Reseller	4 years
3	Reva	26 y.o.	Mabello	Reseller	3 years
4	Nurhalida	26 y.o.	Mabello	Reseller	3 years
5	Ade Afri W.	28 y.o.	Mabello	Reseller	9 years
6	Widya Karmila	31 y.o.	Malolo	Owner/Seller	4 years

Sources: Informan Interview (2024).

Badda' Lotong is a body care product in the form of a scrub that has been famous for a long time and is made from natural spices. This makes this scrub product one of customers' most popular body care products. In addition, the large number of enthusiasts from customers also makes resellers interested in making sales. Judging from the informants, it is known that the Mabello brand has the most resellers because it is the first producer to market Badda' Lotong products commercially. Young resellers also dominate



the age of the sellers. Various reasons for choosing Badda' Lotong products to sell are the excellent product quality, promotions offered by producers, and the reasonably high market demand that makes sellers interested in making sales.

The six sellers are known to sell offline and online. Generally, sellers have offline stores to sell their products. However, sellers also sell online through various social media. Sellers choose to do online marketing and sales because the sales reach can be more comprehensive and result from market responses that require a more flexible shopping system in terms of time, place, and communication. The shift in shopping patterns from offline to online is an impact of the pandemic, which is increasingly making this online shopping pattern a new habit for customers [19].

Some social media that sellers use include Facebook, Instagram, and TikTok. Meanwhile, the digital platforms used in sales are the Shopee and TikTokshop marketplaces. The reason for choosing these social media and marketplaces is the ease of applying the system offered and the various promotional features provided, allowing sellers to innovate online marketing. One of the features that is most in demand by sellers is the live streaming feature supplied by social media and marketplaces. Facebook, TikTok Shop, Instagram, and Shopee are the media that have the most viewers. This then makes sellers interested in live streaming on these media. The live streaming feature provides broad reach, high accessibility, flexibility, and cost efficiency and is very interactive and innovative [20]; [26]. In addition, the features offered are pretty easy to use and provide an attractive appearance.

Live streaming has been proven to encourage impulsive behavior from customers towards the products offered [17]; [21]. Sellers responded to this by promoting products through the live-streaming feature provided by various digital platforms. Promotion can clearly influence customers' interest in buying [11]. Therefore, preparing exciting content is also one of the tricks in promoting online [17]. Although not all sellers prepare their content carefully, many sellers with good reputations prepare promotional content



displayed on their live streaming. Some of the commonly prepared content is an attractive studio design that presents a beautiful appearance on the user's screen; sellers usually prepare the most attractive product displays and offer lots of discounts or bonuses to customers. Sellers consider the preparation of these contents to be appealing to customers.

It is known that sellers do live streaming quite routinely every week while still doing promotions on online media periodically every day. The efforts made by sellers are by the expected target, where the increase in sales, especially from online sales, is quite significant. One of the Mabello product resellers even claims to have experienced an up to 75% increase in online sales after routinely doing live streaming. This can prove various studies that say that the live streaming method can increase seller income, mainly from online sales (digital selling) [5]; [20]; [22]. Running offline and online sales methods simultaneously can support the achievement of the Badda' Lotong product sales target. From both of them, it is also known that income from online sales is more than income from offline sales, which generally ranges from a ratio of 1:3.

This increase in income certainly has a positive impact, especially on the career development of female entrepreneurs, to eliminate negative assumptions about women's abilities in entrepreneurship. In addition, Badda' Lotong products, which are one of the typical products of the Bugis-Makassar tribe, can be a tourist attraction through cultural collaboration and commercial business.

Discussion

Shopping in a marketplace has become a new method and is currently in excellent customer demand. The ease of shopping offered is the main factor that helps customers decide to buy a product [26]. Marketplaces generally offer live streaming features in marketing products to their sellers. This phenomenon is considered a form of market response that accommodates the needs of customers and sellers. Live streaming has proven



to arouse customer interest in the products displayed by sellers in their live streaming. Live streaming is a marketing strategy with a broad reach and has a significant influence on increasing sales for sellers [20]; [22]; [26].

Live streaming is considered one of the main factors in measuring customers' shopping behavior. Especially women's products that are intended for female customers. Live streaming has been proven to be able to influence impulsive customer behavior in shopping [10]; [21]; [27]. Impulse buying can be interpreted as unplanned buying accompanied by the urgency of need; in other words, impulsive buying can be a form of spontaneous buying [28]. Impulse purchases can also occur because customers use promotions or discount coupons sellers offer [9]. Thus, the more attractive the promotional content the seller offers during the live-streaming session, the more it will encourage impulsive customer behavior.

Cognitive and affective factors can cause impulsive buying. Mental factors can be seen as a driving force for customer needs for products the seller presents. At the same time, affective factors can be considered customer hedonistic shopping behavior [10]. Both cognitive and affective factors can influence customer impulsive buying [8]. The greater the customer's impulsive behavior, the greater the customer's drive to purchase a product, both in utilitarian (cognitive) and hedonistic (affective) behavior.

Online marketing carried out by sellers through social media and marketplaces shows a very significant influence on increasing digital selling. Utilizing the live streaming feature on digital applications greatly influences customer buying behavior which will ultimately encourage interest in purchasing products. This will certainly have a positive impact on seller income. It is proven that the income obtained from online sales (digital selling) is higher than offline sales.

Conclusion



The increase in revenue from Badda' Lotong sales obtained from online sales proves that entrepreneurs do not need significant capital to prepare a business location because the development of customer lifestyles has changed to the online era. Thus, sellers need to be careful when responding to the market and utilizing the availability of social media and various marketplaces. One is by using the live streaming feature available on multiple online media. Sales and marketing through live streaming strategies have been proven to encourage impulsive customer behavior and influence their desires and interests in purchasing transactions. This certainly increases the income obtained by sellers. This research contributes to increasing sales for businesses run by female entrepreneurs through learning competent marketing methods.

This increase in digital selling certainly has implications for household welfare where Badda' Lotong sellers, who are generally women, can help improve the quality of life of their families. This is in line with the government's program to encourage women's empowerment in terms of the productivity of small, micro, and medium enterprises. In addition, online sales of Badda' Lotong products can be a positive method of cultural commercialization by utilizing the uniqueness of certain regions to gain profit while promoting the uniqueness and excellence of the culture.

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