

ABSTRACT

The surge of shoppertainment, as one of the social commerce concepts, aligns with Indonesia's booming market for beauty products. Strategies like shoppertainment, which combines shopping and entertainment, are expected to substantially impact customers' channel preferences when purchasing beauty products. This research then investigates the impact of shoppertainment on customers' channel choice in purchasing Somethinc beauty products through Shopee. A quantitative approach has collected 392 responses from 19-30-year-old Shopee users and Somethinc products enthusiasts. From the gathered data, the results indicate that shoppertainment significantly influences channel choice, accounting for 72.6%. Furthermore, customer experience emerges as a substantial mediator, contributing to a significant extent at 128.4% in mediating the influence between shoppertainment and channel choice. Overall, the findings underscore the significance of shoppertainment in customers' selection of channels when shopping for beauty products. This study also discovered that platforms like Shopee are encouraged to enhance features that amplify media richness, while brands should continuously refine communication strategies by staying abreast of developments in social commerce.

Keywords: Shoppertainment, Channel Choice, Beauty Products, Somethinc, and Shopee.