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Analysis of Impulsive Buying Among Generation Z and Millennials in Bekasi City: What is the Role of Flash Sales and Live Shopping?

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ABSTRACT

This study aims to explore the effect of flash sales, live shopping, and consumer trust on positive emotion in influencing impulsive buying behavior. This study uses a quantitative approach with data collected through questionnaires from 251 respondents who are Shopee e-commerce users in Bekasi City. Data analysis was carried out using the Structural Equation Modeling (SEM) method through AMOS software. The results showed that flash sales and live shopping have a positive and significant influence on impulsive buying and positive emotion. In addition, consumer trust was also found to play an important role in increasing positive emotion which in turn encourages impulsive buying behavior. These findings confirm that promotional factors and consumer trust play an important role in creating positive emotions that can trigger spontaneous purchase decisions on e-commerce platforms.

Flash Sale, Live Shopping, Consumer Trust, Positive Emotion, Impulsive Buying, E-Commerce.

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INTRODUCTION

Digitalization has rapidly advanced, facilitating easier access to and distribution of information for individuals. This development has significantly increased various activities carried out through digital platforms, driving progress across many areas of life, particularly in technology. Today, technology is closely tied to the internet, especially in the business world. One prominent example of this technological advancement is e-commerce, which continues to grow alongside the progress in information technology. E-commerce services are increasingly popular among consumers because they offer several benefits, such as lower prices, discount promotions, a wide variety of products, and free shipping, as noted by Vannisa et al. (2020). In Indonesia, Shopee has become the most favored e-commerce platform, with a remarkably high number of visits, reaching 277.5 million users in May 2024, double that of

its main competitor, Tokopedia, which recorded 124.6 million visits, according to Widyastuti (2024). This finding is also reinforced by an IPSOS survey mentioned by Ramdhani (2024), which states that Shopee excels in meeting consumer expectations when it comes to online shopping.

One key factor influencing purchasing decisions in e-commerce is promotion, such as flash sales, which are a main strategy for attracting consumer interest. Flash sales catch consumers' attention because they feel they are getting a lower price than usual. Additionally, flash sales create a sense of urgency, prompting consumers to buy products before they run out, as explained by Renita and Astuti (2022). However, there have been instances of system manipulation, where irresponsible parties use bots to quickly grab products during flash sales, causing items to sell out in seconds (Kumparan.com, 2024). To address this challenge, Shopee continues to innovate by launching the Shopee Live feature on June 6, 2019, allowing sellers to introduce products in real-time and interact directly with potential buyers. Aulia et al. (2024) revealed that live shopping can influence impulsive buying behavior because consumers are more inclined to purchase products they see directly and feel a sense of urgency regarding limited-time offers presented by sellers.

However, the use of this feature has also led to challenges related to violations by sellers, as mentioned on the Seller Shopee.co.id website, which notes that content failing to meet the minimum standards can negatively affect the shopping experience and harm the integrity of Shopee Live. Consumer trust plays a crucial role in shaping impulsive buying behavior. Aulia et al. (2023) explained that when consumers have high trust in the security and credibility of a platform, they are more comfortable making unplanned purchases. This sense of trust encourages spontaneous purchasing decisions.

Consumer trust is also closely linked to the positive emotions they experience while shopping. Hidayah and Marlina (2021) showed that positive emotions experienced during shopping are strongly correlated with the urge to make impulsive purchases. Consumers who feel happy and satisfied while shopping are more likely to make purchases without rational consideration. However, negative shopping experiences, such as delayed deliveries or products not matching their descriptions, can turn positive emotions into negative ones, which may reduce consumers' interest in shopping on the same platform in the future (Lai et al., 2024). These negative feelings can hinder future purchasing decisions and affect the long-term relationship between consumers and the platform.

As consumers spend more time on e-commerce platforms, the likelihood of them being influenced by attractive offers, such as discounts or limited-time promotions, increases, which drives impulsive buying. Fajri et al. (2023) stated that impulsive buying is influenced by both internal factors, such as emotional states and moods, and external factors, such as attractive offers and the live shopping environment, which supports spontaneous purchasing decisions. While impulsive buying can be beneficial for e-commerce platforms, consumers who are not wise in their purchases may experience regret if the products bought do not meet their expectations or needs. Several studies have investigated the influence of flash sales, live shopping, and consumer trust on impulsive buying, but the results have been inconsistent. Therefore, the primary goal of this study is to explore the influence of flash sale, live shopping, and consumer trust variables, mediated by positive emotion, on impulsive buying.

By understanding the interrelationships among these factors, this research aims to provide deeper insights into consumer behavior in e-commerce shopping and help businesses design more effective strategies to attract consumers and encourage healthy impulsive buying.

RESEARCH METHOD

This study uses a quantitative approach with data collected through questionnaires from 251 respondents who are Shopee e-commerce users in Bekasi City. This study uses a sampling technique using a non-probability sampling method with purposive sampling. Data analysis was carried out using the SPSS application to test validity and reliability and using the Structural Equation Modeling (SEM) method through AMOS software.

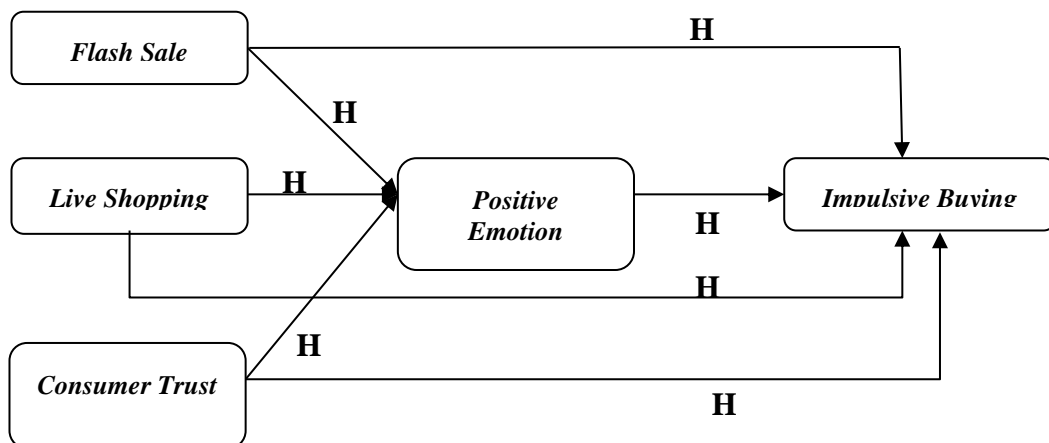


Figure 1. Theoretical Framework

Based on the picture above, the hypotheses in this study are:
 H1: Flash Sale has a significant effect on Impulsive Buying
 H2: Flash Sale has a significant effect on Positive Emotion
 H3: Live Shopping has a significant effect on Impulsive Buying
 H4: Live Shopping has a significant effect on Positive Emotion
 H5: Consumer Trust has a significant effect on Impulsive Buying
 H6: Consumer Trust has a significant effect on Positive Emotion
 H7: Positive Emotion has a significant effect on Impulsive Buying

RESULT AND DISCUSSION

Respondent Characteristics

From table 1, it can be concluded that shopee e-commerce users in Bekasi City are dominated by 23-25 years old who are female, Bachelor's degree (S1) and with work status as students.

Table 1.
Respondent Characteristics

Age Range		
18-20 Years	29	11.6%
21-22 Years	64	25.5%
23-25 Years	67	26.7%
26-28 Years	49	19.5%
29-30 Years	22	8.8%
31-32 Years	8	3.2%
33-35 Years	12	4.8%
Total	251	100%
Gender		
Female	193	76.9%
Male	58	23.1%
Total	251	100%
Education Level		
< HIGH SCHOOL	6	2.4%
SENIOR HIGH SCHOOL	67	26.7%
Diploma	28	11.2%
Bachelor (S1)	145	57.8%
Postgraduate (S2 / S3)	5	2%
Total	251	100%
Employment Status		

Student	99	39.4%
Private Employee	74	29.5%
Public Servant	38	15.1%
Self-employed	29	11.6%
Other	11	4.4%
Retirement	0	0%
Total	251	100%

Validity and Reliability Test

Based on the results of explanatory factor analysis for each variable that shows the constructs of flash sale, live shopping, consumer trust, impulsive buying and positive emotion have a loadings factors value > 0.50, AVE value > 0.50, and Cronbach's alpha value > 0.70. So it can be concluded that each indicator item has very good validity and reliability and a significant loading factor value.

Table 2.
Validity and Reliability Test Results

Grain	Loadings Factor	Average Variance Extrated	Cronbach's Alpha
Flash Sale			
FS 1	0.866	0.667	0.874
FS 2	0.806		
FS 3	0.781		
FS 4	0.791		
FS 5	0.837		
Live Shopping			
LS 1	0.821	0.690	0.887
LS 2	0.856		
LS 3	0.833		
LS 4	0.831		
LS 5	0.811		
Consumer Trust			
CT 1	0.848	0.637	0.857
CT 2	0.767		
CT 3	0.767		
CT 4	0.811		
CT 5	0.796		

Grain	Loadings Factor	Average Variance Extrated	Cronbach's Alpha
<i>Impulsive Buying</i>			
IB 1	0.867	0.678	0.881
IB 2	0.812		
IB 3	0.803		
IB 4	0.814		
IB 5	0.818		
<i>Positive Emotion</i>			
PE 1	0.854	0.699	0.892
PE 2	0.848		
PE 3	0.813		
PE 4	0.824		
PE 5	0.843		

Full Model

The results show that the variables involved have not met the goodness of fit criteria. The goodness of fit values obtained were P = 0.000, GFI = 0.869, and AGFI = 0.839. Therefore, model adjustment is needed to meet the fit criteria. One of the steps that can be taken is to eliminate some indicators so that the model can achieve the goodness of fit requirements.

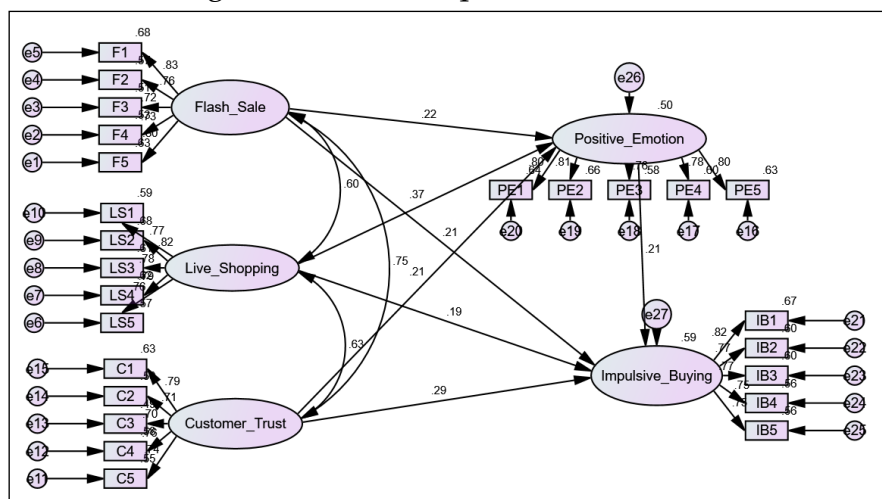


Figure 2.
AMOS Full Model

Table 3.
AMOS Full Model Test Results

Index	Cut of Value	Result	Model Evaluation
P	≥ 0.05	0.000	Lack of Fit
CMIN/DF	≤ 2.00	0.1.678	Fitted
GFI	≥ 0.90	0.869	Lack of Fit
AGFI	≥ 0.90	0.839	Lack of Fit
CFI	≥ 0.90	0.952	Fitted
TLI	≥ 0.90	0.945	Fitted
RMSEA	≤ 0.08	0.052	Fitted
SMRSR	$< 0,05$	0.051	Fitted

Fitted Model

Figure 3 is the test result after modification by eliminating several indicators from each variable. This resulted in a P value of 0.113, CMIN/DF of 1.263, GFI value of 0.964, AGFI value of 0.937, CFI value of 0.991, TLI value of 0.986, RMSEA value of 0.032, and SMRSR value of 0.035. Thus, it can be concluded that this research model is appropriate or fit.

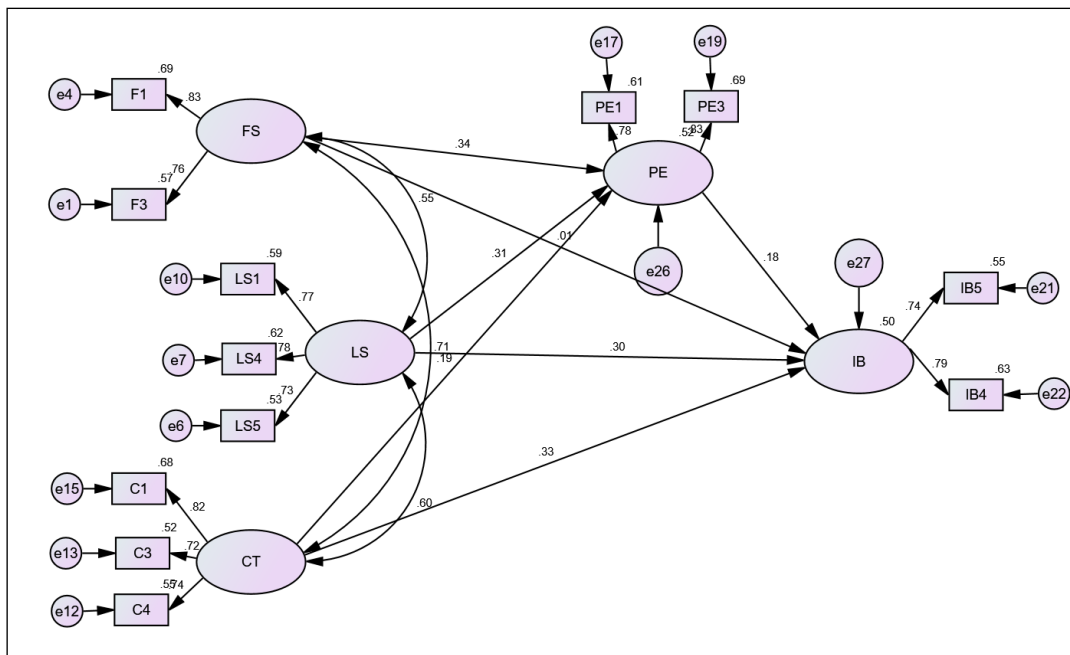


Figure 3.
Fitted Model AMOS

Table 4.
AMOS Fitted Model Test Results

Index	Cut of Value	Result	Model Evaluation
P	≥ 0.05	0.113	<i>Fitted</i>
CMIN/DF	≤ 2.00	1.263	<i>Fitted</i>
GFI	≥ 0.90	0.964	<i>Fitted</i>
AGFI	≥ 0.90	0.937	<i>Fitted</i>
CFI	≥ 0.90	0.991	<i>Fitted</i>
TLI	≥ 0.90	0.986	<i>Fitted</i>
RMSEA	≤ 0.08	0.032	<i>Fitted</i>
SMRSR	< 0,05	0.035	<i>Fitted</i>

Hypothesis Test

Table 5 is the result of the hypothesis test in this study. If the Critical Ratio (C.R.) value > 1.96 and the P value < 0.05, then the hypothesis is accepted. On the other hand, if the Critical Ratio (C.R.) value < 1.96 and the P value > 0.05, then the hypothesis is rejected.

Table 5.
Hypothesis Test Results

Hypothesis	Independent Variable	Bound Variables	C.R. (t-value)	P	Standardized Regression Weight	Hypothesis Test Results
H1	<i>Flash sale</i>	<i>Impulsive buying</i>	2.275	0.023	1.505	Accepted
H2	<i>Flash sale</i>	<i>Positive emotion</i>	2.229	0.026	1.158	Accepted
H3	<i>Live shopping</i>	<i>Impulsive buying</i>	2.328	0.020	0.821	Accepted
H4	<i>Live shopping</i>	<i>Positive emotion</i>	4.571	***	1.594	Accepted
H5	<i>Consumer trust</i>	<i>Impulsive buying</i>	2.876	0.004	0.813	Accepted
H6	<i>Consumer trust</i>	<i>Positive emotion</i>	2.075	0.038	1.171	Accepted
H7	<i>Positive emotion</i>	<i>Impulsive buying</i>	2.613	0.009	1.235	Accepted

Relationship Flash Sale and Impulsive Buying

Relationship between variables flash sale and impulsive buying shows value Critical Ratio (C.R) of $2,275 > 1.96$ and a P value of $0.023 < 0.05$. This suggests that the first hypothesis is acceptable and suggests a positive relationship between flash sale With impulsive buying. In other words, it is held more often flash sale, the higher the tendency of consumers to make impulse purchases. This is in line with the results of the study Dsilva (2021) , Lamis et al. (2022), Nasti Dan Nugraha, (2020)and Vannisa et al. (2020) which consistently shows that flash sale has a positive and significant influence on impulsive buying. These studies explain that the urgency of time and the huge discounts offered at the time of flash sale encouraging consumers to make quick and poorly planned purchase decisions, thereby increasing the potential for impulse purchases.

Relationship Flash Sale and Positive Emotion

Relationship between variables flash sale and positive emotion shows value Critical Ratio (C.R) of $2,229 > 1.96$ and a P value of $0.026 < 0.05$. This suggests that the second hypothesis is acceptable and suggests a positive relationship between flash sale With positive emotion. In this case, flash sale able to evoke positive emotions in consumers, such as happiness and enthusiasm, especially when consumers get favorable offers. This finding is in line with the results of previous research conducted by Martaleni et al. (2022), Rahmania et al. (2023)and Wulansari and Wilujeng (2024), which states that flash sale has a positive and significant influence on positive emotion. In the study, it is explained that the elements of time limitations and attractive discounts when flash sale It can create a feeling of pleasure that can increase shopping satisfaction. These positive emotions not only influence the decision at that moment but also leave a good impression on the platform who offers programs flash sale.

Relationship Live Shopping and Impulsive Buying

Relationship between variables live shopping and impulsive buying shows value Critical Ratio (C.R) of $2,328 > 1.96$ and a P value of $0.020 < 0.05$. This suggests that the third hypothesis is acceptable and suggests the existence of a positive relationship between live shopping With impulsive buying. Activity live shopping can increase the tendency of consumers to make impulse purchases, due to the existence of an interactive shopping experience and real-time so that it is able to spark a spontaneous shopping impulse. This is consistent with the results of the study Fudan Hsu (2023), Lin et al. (2023) and Dinova and Suharyati (2023), which shows that live shopping has a positive and significant influence on impulsive buying. The study explains that the

interaction in real-time between the streamer and the buyer, as well as exclusive offers during the session live shopping which encourages consumers to make unplanned purchase decisions.

Relationship Live Shopping and Positive Emotion

The relationship between the live shopping variable and positive emotion shows the value of Critical Ratio (C.R) of $4,571 > 1.96$ and a P value of $*** (<0.001) < 0.05$. These results indicate that the fourth hypothesis is acceptable and suggests a positive relationship between live shopping With positive emotion. Thus, live shopping can increase positive emotions in consumers, such as satisfaction, pleasure or enthusiasm, especially through an interactive and engaging shopping experience. This is in line with the results of previous research Afidun (2023), Huang et al. (2023) and Suwandi (2024), which states that there is a positive relationship between live shopping With positive emotion. From the results of the study, it is explained that elements such as direct interaction with host, clear product demonstrations, and an entertaining shopping atmosphere during live shopping sessions can create a more enjoyable and satisfying shopping experience for consumers.

Relationship Consumer Trust and Impulsive Buying

Relationship between variables consumer trust and impulsive buying shows value Critical Ratio (C.R) of $2,876 > 1.96$ and a P value of $0.004 < 0.05$. These results indicate that the fifth hypothesis is acceptable and suggests a positive relationship between consumer trust With impulsive buying. These findings are in line with research Fauziah et al. (2024), Sanapang and Ardyan (2024) and Safitri et al. (2024), which consistently states that there is a positive and significant relationship between consumer trust With impulsive buying. It can be concluded that the higher the level of consumer trust in a platform, the more likely consumers are to make impulsive purchases or in other words, consumer trust plays an important role in driving unplanned purchase decisions.

Relationship Consumer Trust and Positive Emotion

Relationship between variables consumer trust and positive emotion shows value Critical Ratio (C.R) of $2,075 > 1.96$ and a P value of $0.038 < 0.05$. These results indicate that the sixth hypothesis is acceptable and suggests a positive relationship between consumer trust With positive emotion. These results are in line with previous research conducted by Gunawan et al. (2023) which states that there is a positive and significant influence between consumer trust and positive emotion. Thus, the higher the level of consumer trust in a platform, the more likely consumers are to feel positive emotions, such as satisfaction, joy, and happiness.

Relationship Impulsive Buying and Positive Emotion

Relationship between variables impulsive buying and positive emotion shows value Critical Ratio (C.R) of $2,613 > 1.96$ and a P value of $0.009 < 0.05$. These results indicate that the seventh hypothesis is acceptable and suggests a positive relationship between impulsive buying with positive emotion. This finding is in line with the results of research conducted by Pramestya and Widagda (2020), Tu et al. (2017) and Sumampow et al. (2022), which indicates that there is a positive and significant relationship between impulsive buying with positive emotion. The study explains that spontaneity to buy is often associated with feelings of pleasure and satisfaction, especially when consumers feel their shopping decisions provide a sense of instant satisfaction or can meet their emotional needs. It can also improve the overall shopping experience.

CONCLUSION

The results of the study show that promotional strategies such as flash sale and live shopping has a positive and significant influence on impulsive buying and positive emotion. Flash sale creating a sense of urgency and scarcity, encouraging spontaneous purchases and evoking positive emotions such as satisfaction and enthusiasm. Live shopping, with real-time interaction and product demonstrations, also influences impulse purchases as well as provides a pleasant shopping experience. In addition, the level of consumer confidence in a platform, brands, or sellers play an important role in increasing impulse buying and positive emotion, because trust creates a sense of security and confidence in the quality, and comfort of transactions. Finally, impulsive buying itself contributes to the emergence of positive emotions, such as satisfaction and pleasure, especially when the purchased product meets expectations or provides added value.

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