The Influence of Flash Sale and Shopee Live on Impulsive Buying Behavior in Marketing Management Students

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Abstract

This research aims to find out how much influence Flash sale and Shopee Live features have on impulsive buying behavior among D4 Marketing Management students at Yogyakarta State University who belong to Generation Z and are frequently shopping online via Shopee application. This quantitative research used a sample of 93 students taken using a purposive sampling technique and a questionnaire and was analyzed using the SPSS version 25 program. The results of this research show the multiple linear regression equation $Y = (5.978) + 0.528X_1 + 0.311X_2$, which means the Flash sale feature and Shopee Live simultaneously have a significant influence of 26.9% ($R_{square} = 0.269$, $\alpha < 0.05$) on impulsive buying behavior in students. Partially, only the Flash sale feature has a significant influence on impulsive buying behavior (t_{count} 3.512 > t_{table} 1.990). This is because Flash sales provide limited offers with large enough discounts to encourage the desire to take advantage of the opportunity before the product is sold out or the offer ends. Meanwhile, Shopee Live (t_{count} 1.773 < t_{table} 1.990) only helps in seeing product quality live so not all students feel motivated to buy products through this feature.

Keywords: Impulsive Buying, Mahasiswa, Flash Sale, Shopee Live, E-Commerce.

1. INTRODUCTION

The development of information and communication technology has brought significant changes in various aspects of life, including in the world of commerce. E-commerce has become one of the main trends in shopping, allowing consumers to purchase goods and services online easily and quickly. All conversion stages are carried out practically and efficiently, both in terms of time, energy, and costs. With online shopping, consumers don't need to go to a physical market/store to look for the products they want and need. After selecting a product, consumers can immediately make payment within a predetermined period of approximately 24 hours with various payment method options (Rachmadi & Arifin, 2021) so that all their needs are fulfilled instantly. The use of e-commerce in Indonesia is included in the high category. Based on the We Are Social 2024 report, around 56.1% of global internet users shop online every week, while in Indonesia the figure reaches 59.3%, higher than the global average.

Table 1. The Percentage of Countries with the Most Frequent Online Shopping Activity

Countries	Scores (%)
Thailand	66,9
South Korea	65,8

Türkiye	64,7
Uni Emirat Arab	64,3
Mexico	62,1
Malaysia	61,9
China	61,1
England	60,9
India	59,3
Indonesia	**59,3**

Source: databoks.katadata.co.id (2024)

According to reports from Google, Temasek, and Bain & Company, the gross sales value (GMV) of e-commerce in Indonesia in 2023 is estimated to reach US$62 billion or around IDR 982.76 trillion. It increased 7% compared to the previous year which reached US$58 billion. With the rapid growth of e-commerce, marketplace applications have become providers of online buying and selling services. This rapid development is in line with the increase in the number of internet users in Indonesia every year (Bahtiar, 2020; Nurmalia et al., 2024). Currently, the trend in people's shopping behavior is that more and more people choose to use e-commerce platforms to search and purchase their various needs (Muslim et al., 2021). There has been a significant increase in changes in people's lifestyles, where those who used to shop offline often are now switching to e-commerce (Suwondo M. & Andriana, 2023). Consumers who previously had no online shopping experience are now relying on digital platforms to fulfill their needs and desires. Therefore, to compete, businesses must be able to adapt to current conditions and implement various innovative strategies to meet consumer needs online, increase brand presence in the digital world, and increase product sales. One strategy that can be used is a sales promotion strategy (Kinanti & Andriana, 2024).

Amid the rise of e-commerce and social media, various digital marketing strategies have been adopted to attract consumer attention and increase sales. Two popular strategies are Flash sales and Live streaming, which are often used by e-commerce platforms such as Shopee (Al Jonet et al., 2024). Shopee was launched in Indonesia in December 2015 by providing free services for all groups, including individuals, small shops, and well-known brands to open and manage their online stores through Shopee. Shopee's advantage compared to other e-commerce is its live chat feature which makes it easier for customers to transact or negotiate with sellers. Apart from that, Shopee has a COD (Cash on Delivery) feature, where goods can be paid for in cash when received, as well as selected delivery services such as JNE, JNT, and Go-Send (Andriana et al., 2021).

Table 2. Marketplace Mapping in Indonesia Based on Visitors

Marketplace	Annual Web Visitors				
	2020	**2021**	**2022**	**2023**	**2024**
Tokopedia	97 mio	149 mio	139 mio	117 mio	100 mio
Shopee	**88 mio**	**131 mio**	**179 mio**	**157 mio**	**234 mio**
Bukalapak	35 mio	29 mio	20 mio	18 mio	4,4 mio
Lazada	26 mio	28 mio	67 mio	83 mio	45 mio
Blibli	19 mio	17 mio	30 mio	25 mio	24 mio

Sources: databoks.katadata.co.id (2024); SimilarWeb (2024)

Marketplace data in Indonesia for 2019–2021 above shows that the number of visits to the Shopee marketplace has increased every year compared to the other four marketplaces. The increased visits can influence impulse buying behavior in the Shopee

marketplace because it creates a greater tendency for impulsive buying by visitors who see attractive promotions, limited offers, or the desire to take advantage of opportunities before the product is sold out or the offer ends (Damayanti et al., 2020). Impulse buying occurs when consumers buy something suddenly without planning, prioritizing wants over needs. Impulse purchases can also be triggered by several factors, such as consumers' free time, easy access to products, attractive promotions, and easy purchasing processes. In this case, consumers buy products not to fulfill their needs, but rather to satisfy their desires (Gorga et al., 2022; Kinanti & Andriana, 2024). Even though impulse purchases are often not a top priority, many consumers still have the desire to make spontaneous purchases (Syauqi et al., 2022).

Consumers who like to shop online and often make impulse purchases are Generation Z, a generation born in the digital era and always close to technology, often called "the future digital native" (Santoso & Triwijayati, 2018; Zahroq & Asiyah, 2022). Students born in 1995–2010 belong to Generation Z where they are entering the phase of searching for identity and are easily influenced by playgroups and reference groups. This is because friends and figures who serve as role models have a strong influence and can shape a person's references, including when shopping. The trend is that half of the products purchased spontaneously online on Shopee are luxury goods (Angela & Paramita, 2020). The reason for buying expensive or branded products is because they believe that a person's social status can be seen from their appearance. Apart from that, there is also an understanding "there is a price and there is a quality" so that it can make someone feel more confident (Yuniasanti & Nurwahyuni, 2023).

Students' impulse purchases are based on product promotions with big discounts and easy access on the Shopee homepage such as Flash sales, and encouraging consumer purchase intentions with the strategy of using attractive product photos and videos in Shopee Live so that consumers are interested in seeing the product further and conversion occurs (Fitryani et al., 2021). The results of a survey of D4 Marketing Management students at Yogyakarta State University who study digital marketing during their lectures showed that 81.5% of students had purchased products through Flash sales and Shopee Live, while 18.5% had never. The product categories most often purchased during Flash sales and Shopee Live are 47.7% for fashion (clothing, bags, watches, and shoes); 29.2% for beauty and skin care products; 15.3% for electronic products; and 7.8% for food products. The very attractive prices and real products shown by influencers when promoting their products should make students want to buy, so they decide to buy clothes on Shopee Live (Girsang & Aprinawati, 2024). However, the choice to buy something is certainly influenced by customer thoughts and behavior. Each buyer has different reasons or goals behind their purchasing decisions (Liya et al., 2021).

Based on the problems above, researchers want to find out how much influence Flash sales and Shopee Live have on impulsive buying among D4 Marketing Management students via the Shopee e-commerce platform. This research focuses on Generation Z students aged 18-25 years, especially those who tend to be consumptive and have made online purchases through the Shopee application.

2. KAJIAN TEORI
Impulsive Buying

Impulsive buying is the habit of shopping spontaneously without planning. People who do this usually buy goods because of emotional impulses and make decisions quickly without thinking about the consequences or considering all available information (Bayley & Nancarrow, 1998; Kinanti & Andriana, 2024). Impulsive buying behavior occurs due to the influence of social media which makes shopping easier, and special offers and

reviews from other buyers which make people tend to buy without considering their needs (Habib & Qayyum, 2018). This ease of shopping also increases debt behavior facilitated by shopping platforms, which motivates people to shop excessively (Prihadi et al., 2022). After making an unplanned purchase, people often feel regret and experience negative emotions. To overcome this feeling, they tend to buy more things to get instant gratification, which ultimately makes them buy more than they need (Nurohman & Aziz, 2021).

Flash Sale

Flash sales are promotions or discounts offered by e-commerce in a short time (Soleha et al., 2023; Wardi, 2022), where the product sales price is reduced in a very short period (less than 24 hours) (Kinanti & Andriana, 2024). Flash sales serve as a popular marketing strategy in e-commerce where companies sell new products or services in limited quantities at low or discounted prices for a certain time before normal sales begin. According to Grace (in Wardi, 2022), indicators of the success of a flash sale are a) Able to sell excess inventory, b) Increase customer loyalty, c) Create FOMO (Fear of Missing Out), and d) Attract new customers.

Shopee Live

Shopee Live is a live-streaming video feature on the Shopee platform that allows sellers to sell and interact directly with buyers. This feature was first launched on June 6, 2019, and is optimized for mobile users. Sellers can use Shopee Live to increase sales, build store exposure, and optimize branding. In live streaming sessions, sellers can provide interesting and informative content about product descriptions, details, specifications, and prices, as well as show the goods sold in the online shop (Indarti et al., 2022; Yulianti et al., 2023). Live streaming is also an important tool for promotion and conversion, where this program can help in purchasing decisions by increasing interaction with customers. In selling products via live streaming, sellers can communicate well and effectively with potential buyers (Chen & Lin, 2018). Live hosting is a factor that supports increasing sales, where the host must appeal to the audience, have communication skills, and create a sense of trust in the audience, both in the host and the products offered (Song & Liu, 2021).

3. METODE PENELITIAN

This research uses quantitative research with a correlational quantitative design. Quantitative research is a research method that connects correlations to the variables studied by examining data in the form of numbers using statistical methods to find correlations to the variables studied (Iisnawati et al., 2022). The sample used was 93 students from the population of all D4 Marketing Management students at Yogyakarta State University using a purposive sampling technique, including those aged 18–25 years, had taken E-commerce or Digital Marketing courses, and were used to shopping online via the Shopee application. Research data collection was carried out in the period 27–31 May 2024 by distributing Google Form questionnaires. Then the collected data is continued with the scoring and data procession. This research uses multiple regression analysis to see the influence of two independent variables, namely Flash sale and Shopee Live on impulsive buying behavior in students.
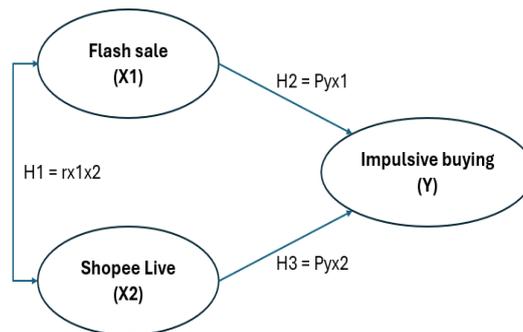
Figure 1. Research figure

The hypotheses made in this study include:

H_1 : Flash sale and Shopee Live (simulants) have a significant effect on Impulsive buying (Y)

H_2 : Flash sale (X_1) has a significant effect on Impulsive buying (Y)

H_3 : Shopee Live (X_2) has a significant effect on Impulsive buying (Y)

Data Analysis Techniques-Assumption Test Classic

The classic assumption test is the initial stage used before multiple linear regression analysis. This test is carried out to be able to provide certainty so that the regression coefficients are unbiased and consistent and have accuracy in estimation. The classic assumption test was carried out to show that the tests carried out had passed data normality, multicollinearity, autocorrelation, and heteroscedasticity so that the test could be carried out for linear regression analysis.

Multiple Linear Regression-Model Feasibility Test

The regression model is an equation model that explains the relationship of one dependent variable/response (Y) with two or more independent variables/ predictors (X_1, X_2, ..., Xn). The purpose of the multiple linear regression test is to predict the value of the dependent variable/response (Y) if the values of the independent variable/predictor (X_1, X_2, ..., Xn) are known. Besides that, it is also to be able to find out how the direction of the relationship between the dependent variable and the independent variables is. Because in this study there are 2 independent variables, the form of the equation is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Noted:

Y : Impulsive Buying,

a : Constant Number,

b : Regression Coefficient,

X_1 : Flash sale,

X_2 : Shopee Live,

e : error

Hypothesis Testing

A partial test (t-test) is used to test whether each variable is independent namely Flash sale (X_1) and Shopee Live (X_2) have a positive and significant influence on the dependent variable which is Impulsive buying (Y) partially. The decision-making rule in the t-test in this study uses the SPSS 25 version with a specified significance level of 5%.

Determinant Coefficient Test

The coefficient of determination is a measure that can be used to determine the magnitude of the influence of the independent variables on the dependent variables. If the coefficient of determination r 2 = 0, means that the independent variable has no effect at all (= 0%) on the dependent variable. Conversely, if the coefficient of determination r^2 = 1, the mean dependent variable is 100% influenced by independent variables. Because that's where r^2 is in the interval (interval) between 0 and 1, algebraically expressed $0 \geq r^2 \leq 1$. r^2 is simply a measure of progress in terms of reducing the total error (total error). r^2 denotes a reduction in the total error when a regression line is plotted (Maryani & Hendra, 2023).

4. HASIL PENELITIAN DAN PEMBAHASAN
Multiple Linear Regression Analysis-Model Feasibility Analysis

Test linear regression line is done to find out whether the regression pattern is linear or not, in this test the author uses ANOVA by comparing the sig value of Deviation from Linearity in the ANOVA table with α = 0,05. The test criterion is if the sig value is from Deviation from Linerity in the ANOVA table with α = 0,05 with the criterion "if the sig value is on Deviation from Linerity > from the value of α = 0,05 then H_0 is accepted.

Table 3. Recapitulation of Linear Test Result for Regression Lines

Variable	Sig. Value	Condition	Decision	Conclusion
Flash sale (X_1)	0,819	0,819 > 0,05	Support H_0	Linear
Shopee Live (X_2)	0,711	0,711 > 0,05	Support H_0	Linear

Source: Author

In Table 3, the calculation results show that all variables, both Flash sale and Shopee Live, have sig Deviation from Linerity > from the value of α = 0,05 then H_0 is accepted.

Hypothesis Testing

Hypothesis testing is a decision-making method based on data analysis, both from controlled trials and from observation (uncontrolled). Analysis of hypothesis testing used is analysis of product moment, the analysis itself is used to determine the coefficients correlation alone or together.

The Effect of Flash sale (X_1) and Shopee Live (X_2) simultaneously on Impulsive Buying (Y)

Hypothesis 1 test aims to determine whether there is a simultaneous influence between the variables of Flash sale and Shopee Live on Impulsive buying. The test results are as follows:

Table 4. Summary of Simultaneous Hypothesis Testing Result

Model	Sum of Squares	df	Means Square	F	Sig.
Regression	895.392	2	447.696	16.586	.000
Residual	2429.253	90	26.992		
Total	3324.645	92			

Source: Author

To test the simultaneous hypothesis, statistical analysis F was used. From the results of statistical calculations, F_{count} = 16,586 and a significance level (Sig.) of 0,000 < 0,05 then H_0 is rejected and H_1 is accepted, thus the hypothesis reads "There is an influence of Flash sale and Shopee Live on the Impulsive buying of Marketing Management students in Faculty of Vocational Studies, Yogyakarta State University.

Determinant Coefficient Test
The determinant coefficient test is used to determine the percentage of influence of the independent variable on the dependent variable.

Table 5. Recapitulation of the Determination Coefficient Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,519	0,269	0,253	5,195

Source: Author

The following Table 5 is the result of calculating the coefficient of determination. From the table above the determination level of 0,269 or 26,9%. This shows that the percentage influence of the Flash sale variable (X_1) and Shopee Live (X_2) can explain 26,9% of Impulsive buying (Y) and the remaining 73,1% is influenced by other factors.

Table 6. Summary of Simultaneous Hypothesis Testing Result

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	5,978	3,504		1,706	0,091
Flash sale (X_1)	0,528	0,150	0,384	3,512	0,001
Shopee Live (X_2)	0,311	0,176	0,194	1,773	0,080

Source: Author

From Table 6 it can be concluded that the results of the first hypothesis form a multiple linear regression equation as follows: $Y = 5.978 + 0.528X_1 + 0.311X_2$. Based on the regression model, the constant (a) is 5.978, meaning that if the Flash sale (X_1) and Shopee Live (X_2) features are zero, then the impulsive buying behavior is 5.978. Then the Flash sale coefficient value is 0.528, meaning that if Flash sales increase by one percent, then impulsive buying behavior will increase by 0.528 percent provided that the other independent variables are constant. Meanwhile, the Shopee Live coefficient value is 0.311, meaning that if Shopee Live experiences an increase of one percent, then impulsive buying behavior will increase by 0.311 percent provided that the other independent variables are fixed.

The Effect Flash sale (X_1) on Impulsive Buying (Y)
Hypothesis 2 test aims to determine whether there is a partial influence between the variables of Flash sales and Impulsive buying. The test result based on the table shows that t_{count} 3,512 > t_{table} 1,990 and a significance level (Sig.) of 0,001 < 0,05 then H_0 is rejected and H_1 is accepted. The following table test results:

Table 7. Recapitulation of Partial Hypothesis Tests

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Flash sale (X_1)	0,528	0,150	0,384	3,512	0,001

Source: Author

Thus, it has meant that Flash sale has a significant effect on Impulsive buying, so the research hypothesis reads "There is an effect of the Flash sale on the Impulsive buying Marketing Management students in Faculty of Vocational Studies, Yogyakarta State University".

The Effect Shopee Live (X_2) on Impulsive Buying (Y)

Hypothesis 3 test aims to determine whether there is a partial influence between the variables of Shopee Live and Impulsive buying. The test result based on the table shows that t_{count} 1,773 > t_{table} 1,990 and a significance level (Sig.) of 0,080 > 0,05 then H_0 is accepted and H_1 is rejected. The following table test results:

Table 8. Recapitulation of Partial Hypothesis Tests

Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Shopee Live (X_2)	0,311	0,176	0,194	1,773	0,080

Source: Author

Thus, it meant that Shopee Live has no significant effect on Impulsive buying, so the research hypothesis reads "There is no effect of the Flash sale on the Impulsive buying of Marketing Management students in Faculty of Vocational Studies, Yogyakarta State University".

5. PENUTUP

Based on the results of the analysis and discussion in this research, it can be concluded that the Flash sale and Shopee Live features simultaneously influence the impulsive buying behavior of Marketing Management students by 26.9%. Meanwhile, the remaining 73.1% is influenced by other variables outside the variables of this research. However, if viewed partially, only the Flash sale feature has a significant influence on students' impulsive buying behavior. This is because Flash sales provide limited offers with large enough discounts to encourage the desire to take advantage of the opportunity before the product is sold out or the offer ends. For Shopee Live there is no significant influence that encourages students to convert to the e-commerce platform because Shopee Live only helps in seeing product quality live so not all students feel motivated to buy products using this feature.

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