

## Impulse Buying Improvement Model

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**Abstract.** *Shopee is an e-commerce platform that continues to evolve to meet consumer needs, from easy payment to faster delivery. Shopee is a marketplace that employs a strategy to attract consumers, including flash sales, which are also influenced by internal factors such as positive emotions. This research is an explanatory quantitative study using a quantitative approach. The study population was all Shopee e-commerce platform users in Indonesia who had made purchases through flash sales. A sample of 100 Shopee users was selected. Data collection used a questionnaire via Google Forms distributed online via WhatsApp. In this study, data analysis used the SEM-PLS method with SmartPLS (Partial Least Squares) software. Research results: 1) Flash sales have a positive and significant effect on positive emotions, meaning the higher the intensity of flash sales, the stronger the effect on consumers' positive emotions (such as joy, satisfaction, and pleasure). 2) Flash sales have a positive and significant effect on impulsive purchases, meaning the more often Shopee holds flash sales, the higher the tendency of users to make purchases. 3) Positive emotions have a positive and significant effect on impulsive purchases, meaning the higher the level of positive emotions in consumers (such as happiness, satisfaction, joy), the greater the likelihood of them making unplanned purchases. 4) Positive emotions play a role in mediating the relationship between flash sales and impulsive purchases, meaning that flash sales evoke positive feelings such as joy and happiness in consumers, and these positive feelings are what encourage consumers to make purchases impulsively or without prior planning.*

**Keywords:** *Consumers; E-Commerce; Impulsive; Mediating; Planning.*

### 1. Introduction

The development of digital technology has brought about significant changes in various aspects of life, including people's purchasing patterns. The shift from conventional offline to online purchasing systems has occurred in line with advances in information and communication technology. Accessibility to digital devices such as smartphones and increasing internet penetration are key factors facilitating consumers' digital transactions. Furthermore, the presence of e-commerce and marketplace platforms provides efficient, transparent, and flexible shopping alternatives, including through price comparison features, customer reviews, and integrated payment and delivery systems. These changes

have been further amplified by the COVID-19 pandemic, which has accelerated people's adaptation to digital-based consumption patterns. Thus, online shopping is no longer just a passing trend but has established a new norm in modern consumer behavior.

With a large population and increasing familiarity with digital transactions, Indonesia has become one of the largest e-commerce markets in Southeast Asia. The e-commerce industry in Indonesia has experienced rapid growth in recent years. Data from the Ministry of Trade shows that the value of e-commerce transactions in Indonesia is projected to reach IDR 487 trillion in 2024, a 2.8% increase from the previous year (Ministry of Trade of the Republic of Indonesia, 2024). Furthermore, the e-commerce penetration rate in 2023 reached 21.56% and is expected to continue to increase to 34.84% in 2029 (Statista, 2024). Various platforms and technologies continue to develop to meet consumer needs, from easy payments to faster delivery.

Shopee is an e-commerce platform that allows users to buy and sell a wide variety of products online. Shopee was first launched in 2015 by a Singaporean technology company called Sea Group (ginee.com). Various product categories are sold ranging from fashion, electronics, food, home furnishings, to daily necessities. According to a report from Similar Web, Shopee became the e-commerce platform in the marketplace category with the most website visits in Indonesia in February 2024, with a total of 235.9 million visitors globally. Shopee dominated e-commerce sales in Indonesia in February 2024 with sales value of IDR 3.2 trillion and a market share of 64.2%, followed by Tokopedia with sales value of IDR 631 million and a market share of 12.3%, and Blibli with sales value of IDR 60 million and a market share of 1.1% (Bisnissurabaya.com).

The intense competition in the marketplace requires effective product promotion strategies to survive. One strategy used to attract consumers is the flash sale, a lightning sale where Shopee displays products at very low prices (large discounts) for a specific period, usually just a few hours. According to Syauqi et al. (2022), this strategy aims to attract traffic to online stores, boost sales, and increase brand awareness to increase public awareness. This flash sale program has the potential to stimulate consumer impulse purchases.

*Flash sale* is a marketing strategy by providing a large discount for a very limited time, usually accompanied by visual elements such as a countdown timer and dwindling product stock. In the context of e-commerce This strategy utilizes the principles of urgency and scarcity to stimulate consumers to immediately make purchasing decisions (Ramadhan & Wardi, 2025). Kim & Eastin (2016) and Zhang et al. (2021) found that flash sales were effective in influencing purchasing decisions related to creating perceived value and temporary urgency. The results of these studies identified that *flash sale* influence impulsive buying. However, another study found that flash sales had no significant effect on impulsive buying (Martaleni et al., 2022).

Impulse buying is a purchasing action that occurs spontaneously, without any prior planning or intention (Rahman & Hamzah, 2025). Its main characteristics include a lack of rational evaluation and a strong urge to buy immediately without considering long-term consequences (Verhagen et al., 2019). Research by Wells et al. (2016) identified that impulsive buying is influenced by internal factors such as emotions and external factors such

as marketing stimuli. Impulse buying is often triggered by a combination of positive emotional states and situational pressures such as time limits or limited availability (Verhagen et al., 2019).

Emotions are affective states that play a crucial role in consumer decision-making (Shu et al., 2018). In the context of online purchasing, positive emotions such as joy, pleasure, and enthusiasm can decrease self-control and increase the tendency to make impulsive purchases (Choi & Kim, 2020). Zhang et al. (2021) identified that marketing stimuli such as flash sales can influence purchasing decisions through emotional pathways. Shu et al.'s (2018) research demonstrated that arousal and pleasure significantly influence online impulsive purchases. Furthermore, Choi & Kim (2020) and Zhang et al. (2021) found that emotions act as a mechanism that translates external stimuli into behavioral purchasing responses. Therefore, the effectiveness of flash sales in encouraging impulsive purchases may be mediated by emotional arousal, particularly under conditions of time constraints and high perceived scarcity.

With the growth of the e-commerce industry and increasing competition among digital platforms, it is increasingly important to understand how marketing tactics such as flash sales can influence consumers' impulsive buying behavior through the role of their emotions. This study will help Shopee create urgency-based promotions that attract customers in the short and long term. Furthermore, this research can be useful for other e-commerce platforms to adapt their marketing strategies by considering differences in consumer shopping patterns and market characteristics in Indonesia. Based on the description of the problem background above, it is necessary to conduct a study entitled "Impulsive Buying Increase Model."

## 2. Research Methods

Quantitative research methods. According to Sugiyono (2020), quantitative methods are defined as research methods that study a specific population or sample. The research tools used are instruments with quantitative data analysis, aimed at testing the established hypothesis. Based on the research objectives, this study uses causal relationship research, namely causal associative. Associative research is a research problem formulation that asks about the relationship between two or more variables. Causal is a cause-and-effect relationship. Here, the researcher has an independent variable (flash sales), an intervening variable (positive emotions), and a dependent variable (impulse buying).

## 2. Results and Discussion

### 3.1. Description of Data Collection

The subjects of this study were active Shopee users. Data collection used a questionnaire distributed online via Google Forms from October 24 to November 21, 2025, resulting in 100 respondents with the following characteristics:

Respondent Characteristics Table

Characteristics	Information	Frequency	Percentage
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<b>Gender</b>	Man	27	27%
	Woman	73	73%
<b>Total</b>		<b>100</b>	<b>100%</b>
<b>Age</b>	17 – 25 years old	35	35%
	26 – 35 years old	36	36%
	36 – 45 years old	21	21%
	>45 years	8	8%
<b>Total</b>		<b>100</b>	<b>100%</b>
<b>Level of education</b>	High school or equivalent	47	47%
	S1	44	44%
	S2	9	9%
<b>Total</b>		<b>100</b>	<b>100%</b>

Based on the number of samples obtained, namely 100 active Shopee users, it is known that 73% are women, this explains that women dominate Shopee users. Shopee offers a wide variety of products, particularly in the fashion, beauty, and household categories, which are primarily focused on women. Age characteristics indicate that 36% of active Shopee users are aged 26–35. The 26–35 age group tends to use Shopee as a primary tool for various needs. They generally have more stable and higher incomes than younger generations, allowing them to shop more. Educational characteristics indicate that 47% of active Shopee users have a high school education or equivalent. Shopee users with a high school education level will tend to be influenced by online shopping lifestyles, interactions through live streaming, and personalized product recommendations, all of which drive consumer behavior.

Descriptive analysis aims to determine respondents' responses to each question posed. In this case, descriptive analysis explains customer responses to the questions posed for each variable. To determine the responses of 100 active Shopee users regarding *flash sale*, positive emotions and impulse buying, then in this study it is grouped into one score category using a scale range with the following formula (Umar, 2017):

$$Ho_{spi} = \frac{TT - TR}{Scale}$$

Information

RS: Scale Range

TR: Lowest Score (1)

TT: Highest Score (5)

Based on the formula above, the scale range can be calculated:

Ho        5 - 1  
 spi     : \_\_\_\_\_  
 tal       3

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Ho     : 1.3  
 spi  
 tal

Thus the interval value can be explained as follows:

Low: 1 – 2.33

Medium: 2.34 – 3.67

Height: 3.68 – 5.0

Description Table Flash Sale Variables

Code	Indicator	STS	TS	CS	S	SS	Mean	Criteria
<b>FS1</b>	Promotion Frequency	0	3	8	33	56	4.42	Tall
<b>FS2</b>	Promotion Quality	0	6	5	47	42	4.25	Tall
<b>FS3</b>	Promotion Quantity	0	1	10	44	45	4.33	Tall
<b>FS4</b>	Promotion Time	0	6	7	41	46	4.27	Tall
Average							<b>4.32</b>	<b>Tall</b>

Based on the tables how that respondents' responses regarding flash sales has an average value of 4.32 (high) which indicates that the average respondent gave an agreement response to the statement in the questionnaire, this shows that Shopee has *flash sale* high. Respondents' responses regarding the quantity of promotions were the highest indicator with a mean value of 4.33 (high). This indicates that Shopee users feel in one flash sale session many products are offered. Further more, responses regarding promotion quality received an average score of 4.25, the lowest indicator for this variable, but still considered high. This indicates that Shopee users felt the information regarding the prices and quality of products offered during flash sales was clear.

Description TablePositive Emotion Variable

Code	Indicator	STS	TS	CS	S	SS	Mean	Criteria
<b>EP1</b>	Pleasure	0	4	15	44	37	4.14	Tall
<b>EP2</b>	Enthusiasm	0	5	7	40	48	4.31	Tall
<b>EP3</b>	Sense of Control	0	5	11	45	39	4.18	Tall
<b>EP4</b>	Satisfaction	0	5	4	35	56	4.42	Tall
Average							<b>4.26</b>	<b>Tall</b>

Based on the tables how that respondents' responses regarding positive emotions has an average value of 4.26 (high) which indicates that the average respondent gave an agreement response to the statement in the questionnaire, this shows that Shopee users



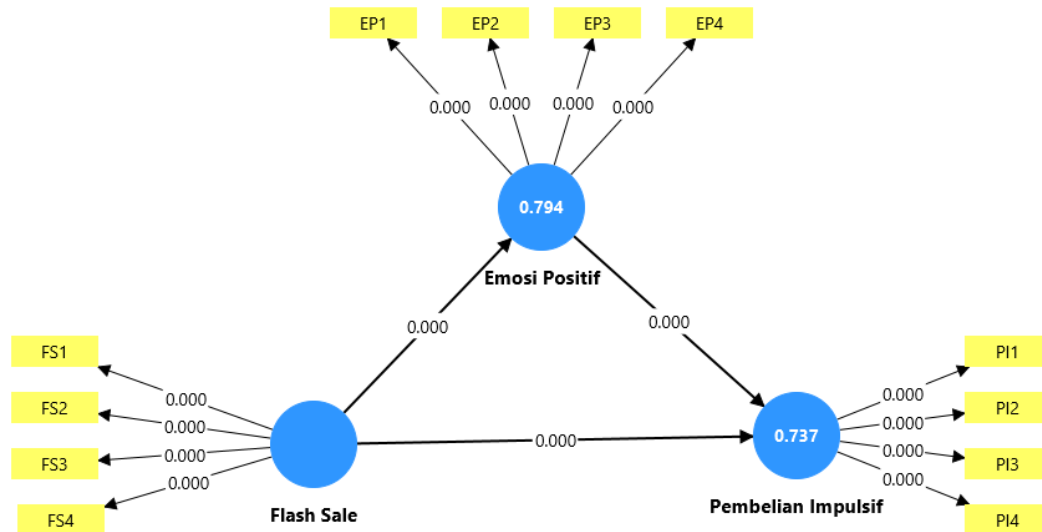
have positive emotions high. Respondents' responses regarding satisfaction were the highest indicator, with a mean value of 4.42 (high). This indicates that Shopee users feel satisfied with the discounts offered during the flash sale session. Then, responses regarding enjoyment obtained an average score of 4.14, the lowest indicator in this variable, but it is in the high category. This indicates that Shopee users feel happy when I managed to get a product during a flash sale.

Description Table Impulse Buying Variables

Code	Indicator	STS	TS	CS	S	SS	Mean	Criteria
<b>PI1</b>	Spontaneity	0	3	7	44	46	4.33	Tall
<b>PI2</b>	Compulsive Strength and Intensity	0	6	4	42	48	4.32	Tall
<b>PI3</b>	Excitement Stimulation and	0	4	8	41	47	4.31	Tall
<b>PI4</b>	Indifference to the consequences	0	5	19	46	30	4.01	Tall
Average							<b>4.24</b>	<b>Tall</b>

Based on the tables how that respondents' responses regarding impulsive purchases has an average value of 4.24 (high) which indicates that the average respondent gave an agreement response to the statement in the questionnaire, this shows that Shopee users have purchase High impulsiveness. Respondents' responses regarding spontaneity were the highest indicator, with a mean value of 4.33 (high). This indicates that Shopee user soften buy products spontaneously without prior planning when seeing a flash sale promotion. The response regarding indifference to consequences obtained an average score of 4.01, the lowest indicator in this variable, but it is in the high category. This indicates that Shopee users feeling compelled to immediately buy a product that is on a flash sale discount without thinking about your actual needs.

After conducting a model evaluation and finding that each construct met the validity (convergent and discriminant validity) and reliability (Composite Reliability and Cronbach's Alpha) requirements, the next step was to evaluate the structural model. The structural model for this study can be seen in the following figure:



Full Structural Model Partial Least Square (Inner Model) Image

The structural model in PLS is evaluated by testing the goodness of fit of the model,  $R^2$  and  $F^2$ , with the results being described as follows:

### 1) Model Fit Test

In this study, the evaluation of model fit used SRMR, d\_ULS, d\_G, Chi square and NFI, with the following results:

Goodness of Fit Model Test Results Table

No	Structural Model	Cut-Off Value	Estimated	Information
1	SRMR	< 0.10	0.049	Fit
2	d_ULS	> 0.05	0.186	Fit
3	d_G	> 0.05	0.214	Fit
4	Chi-Square	>X2table (df = 97; X2table = 75.28186)	121,232	Fit
5	NFI	Approaching 1	0.895	Fit

The analysis results show that the tested model exhibits an acceptable fit. This result indicates that the model has a good level of fit with the data, meaning the proposed model accurately represents the relationships between variables in the data.

### 2) R-square

The structural model is evaluated using R-square for the dependent construct. The  $R^2$  value can be used to assess the influence of certain endogenous variables and whether exogenous variables have a substantive influence.

R-Square Value Table

No	Variables	R-Squares	R-Squares Adjusted
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1	Positive emotions	0.794	0.792
2	Impulse Buying	0.737	0.732

Based on the table, the R-square value of positive emotions is 0.794; this means that 79.4% of the variation or change in positive emotions is influenced by flash sales, while the remaining 20.6% is influenced by other variables not studied. The adjusted R-square value of impulsive purchases is 0.732; this means that 73.2% of the variation or change in impulsive purchases is influenced by flash sales and positive emotions, while the remaining 26.8% is influenced by other variables not studied.

### 3) F-square

The F2 value criteria consist of three classifications: 0.02 (small/poor); 0.15 (moderate/sufficient); and 0.35 (large/good) (Setiawan, 2023). The following are the results of the F-square test in this study:

F-Square Value Table

Variable Relationship	<i>f-Squares</i>	Substantive influence
Positive Emotions -> Impulse Buying	0.175	Enough
Flash Sale-> Positive Emotions	3,857	Big
Flash Sale-> Impulse Buying	0.132	Small

Based on the table above, we can see that the flash sale variable has a large substantive effect on positive emotions (3.857). A moderately large substantive effect occurs on the positive emotions variable on impulsive buying (0.175). Meanwhile, the flash sale variable has a small substantive effect on impulsive buying (0.132).

## 3.2. Hypothesis Testing

Hypothesis testing in this context aims to validate or refute the researcher's initial assumptions regarding the relationship between variables. Hypothesis testing is conducted by examining the structural path coefficients. Hypothesis testing in this study was conducted by examining the T-statistics, P-values, and original sample values through a bootstrapping procedure.

### 1) Direct Influence

Direct Effect Hypothesis Testing Table (Path Coefficient)

Path Coefficient	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P values	Decision
Flash Sale-> Positive Emotions	0.891	0.029	31,251	0.000	H1 accepted
Flash Sale-> Impulse Buying	0.410	0.123	3,340	0.000	H2 accepted
Positive Emotions -> Impulse Buying	0.472	0.130	3,646	0.000	H3 is accepted



Based on the data presented in the table above, it can be seen that of the three hypotheses proposed in this study, as follows:

a. The Effect of Flash Sales on Positive Emotions

The results of the hypothesis test show that the P-values that determine the influence of flash sales on positive emotions are  $0.000 < 0.05$  and the T-Statistics value  $(31.251) > 1.96$ . Meanwhile, the original sample has a value of 0.891 (positive). These results support the first hypothesis, namely that flash sales have a positive and significant effect on positive emotions, which means H1 is accepted.

b. The Effect of Flash Sales on Impulsive Buying

The results of the hypothesis test show that the P-values that determine the influence of flash sales on impulsive purchases are  $0.000 < 0.05$  and the T-Statistics value  $(3.340) > 1.96$ . Meanwhile, the original sample has a value of 0.410 (positive). These results support the second hypothesis, namely that flash sales have a positive and significant effect on impulsive purchases, which means H2 is accepted.

c. The Effect of Positive Emotions on Impulsive Buying

The results of the hypothesis test show that the P-values that determine the influence of positive emotions on impulsive buying are  $0.000 < 0.05$  and the T-Statistics value  $(3.646) > 1.96$ . Meanwhile, the original sample has a value of 0.472 (positive). These results support the third hypothesis, namely that positive emotions have a positive and significant influence on impulsive buying, which means H3 is accepted.

2) Indirect Effect (Effect of Mediating Variable)

To see the effect of the mediating variable, we use the results of the specific indirect effect. The following table shows the intervening effect.

*Specific Indirect Effect Table*

Path Coefficient	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P values	Decision
Flash Sale-> Positive Emotions -> Impulsive Buying	0.421	0.113	3,721	0.000	Able to mediate

Based on the data presented in the table above, it can be seen that the P-Values for the specific indirect effect are  $0.000 < 0.05$  with a positive T-Statistic value  $(3.721) > 1.96$  and the original sample has a value of 0.421 (positive). This means that positive emotions can strengthen the positive influence of flash sales on impulse purchases. These results indicate that positive emotion splays a role in mediating the relationship between flash sales and impulsive purchases, which means H4 is accepted.

Table of Direct Effect, Indirect Effect and Total Effect

<i>Flash Sale</i>	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
<i>Direct Effect</i>	0.410	0.413	0.123	3,340	0.000
<i>Indirect Effect</i>	0.421	0.417	0.113	3,721	0.000
<i>Total Effect</i>	0.831	0.830	0.047	17,693	0.000

Based on the data presented in the table above, it can be seen that the direct effect of flash sales on impulse purchases is 0.410. Meanwhile, the indirect effect of flash sales on impulse purchases through positive emotions is 0.421, and the total effect is 0.831. This indicates that the indirect effect is greater than the direct effect. In other words, the effect of flash sales on impulse purchases will be greater if it is through positive emotions.

### 3.3. Discussion

#### 1) The Effect of Flash Sales on Positive Emotions

The research results show that flash sales have a positive and significant effect on positive emotions. This means that the higher the intensity of the flash sale, the stronger the effect on positive consumer emotions (such as joy, satisfaction, and pleasure). This occurs because consumers feel fortunate to receive a limited-time low price offer, creating excitement and satisfaction.

*Flash sale* Flash sales are a promotional activity often carried out by companies online, offering significant discounts on their products for a limited time to attract purchasers (Herlina et al., 2021). Flash sales are highly attractive to customers because they offer the opportunity to purchase their favorite items at extremely low prices within a short period of time (Isalman et al., 2019). Attractive discounts encourage customers to avoid missing out. Flash sales, which offer limited-time discounts, encourage consumers to make spur-of-the-moment purchases without prior planning. By offering significant discounts for a limited period, consumers feel compelled to purchase immediately due to the satisfaction and excitement they experience.

In this context, positive emotions are seen as a psychological construct that plays a crucial role in bridging the effects of promotions on consumer behavior. Positive emotions encompass feelings such as joy, satisfaction, interest, or enthusiasm, which often arise when consumers encounter attractive offers or feel they have gained added value from a transaction (Eroglu, Machleit, & Davus, 2020). Positive emotions in the context of e-commerce are not merely situational but also serve as a catalyst for forming more spontaneous consumer intentions. Consumers in a positive affective state are more likely to value themselves through consumption, or feel they deserve the purchase as a form of emotional compensation (Gulfranz et al., 2022).

The results of this study align with research by Ramadhan & Wardi (2025); Fajri, Trisniarty & Yamalay (2023); and Nighel and Sharif (2022:135) that found that flash sales positively influence positive emotions. Therefore, creating a pleasant shopping atmosphere and triggering positive emotions is key to optimizing the effectiveness of flash sales on consumer decisions. According to Evanita, Fahmi & Syawalki (2023), flash sales need to be designed not merely as a discount event, but also as a fun and emotionally engaging shopping experience.

Pappas et al. (2019) suggest that positive emotions experienced during the shopping process have also been shown to influence the tendency to make impulsive purchases. Feelings of joy, enthusiasm, or satisfaction upon discovering an attractive offer encourage consumers to make emotional and unplanned purchasing decisions. Large discounts, attractive promotional visuals, and the competitive atmosphere of flash sales create a pleasant and enthusiastic shopping experience. This aligns with Shah et al.'s (2021) argument, which explains that emotions result from responses to external conditions, such as a pleasant shopping environment and digital interactions. In this context, well-designed promotions not only increase product appeal but also create an emotional bond between consumers and the platform (Syatra & Wangdra, 2018).

## 2) The Effect of Flash Sales on Impulsive Buying

The research results show that flash sales have a positive and significant effect on impulse buying, meaning that the more frequently Shopee holds flash sales, the higher the likelihood of users making a purchase. This is because flash sales create a sense of urgency and scarcity in consumers, prompting them to buy immediately to avoid missing out.

Fikri et al. (2021) state that impulsive buying is a consumer's tendency to purchase products or services suddenly and without prior planning, often triggered by shopping environment stimuli such as promotions, discount offers, or attractive product displays. In the context of e-commerce, impulsive buying can be more likely due to various factors such as ease of access, shopping convenience, abundant product information, and various attractive promotions and discounts (Chen & Yao, 2020).

The results of this study are in line with the research of Fajri, Trisniarty & Yamalay (2023); Maya & Sahri (2024); Wulandari, Juharsah & Itaqullah (2025); Rahmawati, Winarso & Anas (2023); Dari, Budiarto & Zamzam (2025) that flash sales have a positive effect on Impulsive Buying. The existence of a flash sale program has the potential to spur consumer urges to purchase the products they want. This flash sale promotion creates a strong shopping enthusiasm from consumers unexpectedly, leading to unplanned purchases. Buyers feel highly stimulated and encouraged to buy as soon as possible. Short offers with prices for the desired product are much cheaper during the flash sale program compared to the normal price, which is very popular with consumers.

Herlina, Loisa, & Mulyana (2021) stated that when flash sales are held regularly or at short intervals, consumers tend to become more accustomed to the offers, which can increase their sense of urgency and their expectation of attractive discounts. The more frequent the promotion, the more likely consumers are to feel they shouldn't miss the opportunity to get items at low prices. This can create a mindset where consumers feel compelled to make impulsive purchases to avoid regret if they don't purchase.

Price cuts, as an indicator of flash sales, have a significant impact on consumer impulse buying behavior. When consumers see offers with significant discounts, they tend to feel compelled to purchase items they may not have previously planned. Attractive discounts create a higher perceived value, where consumers feel they are getting items at a lower price than usual. This often triggers positive emotions, such as joy and satisfaction, which can accelerate the purchasing decision-making process. Furthermore, price cuts can create a sense of urgency, especially if consumers realize the offer is only valid for a limited time or is limited in stock (Wulandari, Juharsah & Itaqullah, 2025).

### 3) The Effect of Positive Emotions on Impulsive Buying

The results of the study show that positive emotions have a positive and significant effect on impulsive buying, meaning that the higher the level of positive emotions experienced by consumers (such as happy, satisfied, joyful), the more likely they are to make impulsive or spontaneous, unplanned purchases, because the positive feelings themselves trigger the desire to buy something immediately.

The results of this study align with those of Hardiana & Khalisyah (2021); Mahadewi & Sulistyawati (2019); Rahma Sari (2025); Safitri et al. (2025); Jamjuri et al. (2022); Anggita et al. (2023) who found that positive emotions significantly influence impulsive buying. Consumers experiencing positive emotions tend to be driven to make spontaneous purchases in an effort to maintain feelings of pleasure or obtain immediate satisfaction. A pleasant emotional state makes consumers more responsive to attractive products, enticing promotions, or limited-time offers. As a result, purchasing decisions are often made quickly without careful consideration, as the drive to maintain feelings of pleasure is more dominant than the logic of need.

Similar to Ogden's (2022) theory, positive emotions play a crucial role in driving impulse buying because a good mood can decrease self-control and increase the tendency to seek instant gratification. Research by Donovan, Rossiter, Marcoolyn, & Nesdale (2020) shows that people in a positive mood are more likely to buy impulsively than those in a negative mood. This is in line with Shoham & Brenčič's (2021) opinion, which states that when people buy goods impulsively, they do so because of positive emotions. Consumers often buy something because it makes them feel good, without considering the product's benefits.

According to Silalahi et al. (2024), positive emotions are a factor that causes individuals to engage in impulse buying. Positive emotions, such as feelings of happiness, love, joy, and

satisfaction while shopping, can influence how a person evaluates a product or brand and increase their tendency to buy (Rahadhini et al., 2020). These positive emotions arise from the fulfillment of a person's needs and desires (Putri & Andani, 2023). When consumers experience positive emotions while shopping, their likelihood of making impulsive purchases tends to increase. Consumers in a state of positive emotions tend to immediately purchase products they see or make purchasing decisions without planning (Sujana et al., 2020). This is because positive emotions strengthen the tendency to make spontaneous actions and lead to impulsive buying.

#### 4) The role of positive emotions as a mediating variable in the relationship between flash sales and impulsive buying

The results of the study show that positive emotions play a role in mediating the relationship between flash sales and impulsive purchases, meaning that flash sales evoke positive feelings such as joy and happiness in consumers, and these positive feelings encourage consumers to make purchases impulsively or without prior planning.

The results of this study are in line with the research of Ramadhan & Wardi (2025); Siregar (2025); Haryanti et al (2025) positive emotions play a crucial role as a psychological mechanism that bridges the effects of flash sales on impulse buying tendencies. This aligns with the findings of Beatty & Ferrell (2021), who stated that positive emotions can increase consumers' tendency to make impulse purchases, particularly when there are promotional incentives such as discounts.

According to Darwipat (2020), flash sales aim to create a sense of urgency in consumers to make a purchase before the opportunity is lost. Flash sales are a form of sales promotion that offers customers special offers or discounts on select products for a limited time (Agrawal & Sareen, 2016). Buyers can be psychologically stimulated to purchase a product, leading to impulse purchases due to the limited offer (Razaq, 2021).

The results of this study indicate that flash sale strategies can not only directly encourage impulsive purchases but also indirectly by creating positive emotions. External stimuli such as flash sales programs can trigger emotional reactions in consumers (organisms), which then encourage impulsive buying behavior (responses). This is in line with Martaleni et al.'s (2022) statement that large discount offers, tight deadlines, and limited stock create a sense of urgency and fear of missing out, which encourage consumers to make spontaneous purchases.

Positive emotions, such as joy, enthusiasm, and happiness, can enhance the effect of flash sale on impulse buying. According to Fredrickson's (2019) theory, positive emotions can broaden an individual's thinking and increase the tendency to make quick and spontaneous decisions. In the context of flash sale, consumers in a positive emotional state are more likely to be tempted to make impulsive purchases because they are more open to new experiences and more willing to take risks. Conversely, consumers in a negative or neutral



emotional state may be more cautious and tend to delay purchasing decisions.

#### 4. Conclusion

Based on several analysis studies and discussions, the following conclusions can be drawn: Flash sales have a positive and significant effect on positive emotions, meaning that the higher the intensity of flash sales, the stronger the effect on consumers' positive emotions (such as joy, satisfaction, and pleasure). Flash sales have a positive and significant effect on impulsive purchases, meaning that the more often Shopee holds flash sales, the higher the tendency of users to make purchases. Positive emotions have a positive and significant effect on impulsive purchases, meaning that the higher the level of positive emotions of consumers (such as happy, satisfied, happy), the more likely they are to make unplanned purchases. Positive emotions play a role in mediating the relationship between flash sales and impulsive purchases, meaning that flash sales evoke positive feelings such as joy and happiness in consumers, and these positive feelings are what encourage consumers to make purchases impulsively or without prior planning.

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