

THE EFFECT OF FLASH SALE AND FREE SHIPPING ON IMPULSIVE BUYING THROUGH POSITIVE EMOTIONS AS INTERVENING VARIABLES (CASE STUDY OF SHOPEE APPLICATION USERS IN SURABAYA AREA)



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Abstract

This research aims to determine and analyze the effect of flash sales and free shipping on impulsive purchases through positive emotions as an intervening variable among Shopee application users in the Surabaya area. This research uses quantitative research, with the research method used being a questionnaire distributed online using non-probability sampling. The results of this research on the first hypothesis (flash sales on positive emotional variables) and the sixth hypothesis (flash sales on impulsive purchases through positive emotions) have no effect, while the results from the second to seventh hypotheses have an effect. Flash sales and free shipping can be more effective tools in enhancing the shopping experience, ultimately contributing to consumers' impulsive purchasing behavior. This research also shows that marketing strategies that rely solely on flash sales should be considered carefully, because although effective in triggering impulse purchases, they do not always create a strong emotional impact on consumers.

Keywords: Shopee, Flash Sale, Free Shipping, Impulsive Buying, Positive Emotions

INTRODUCTION

One of the online shopping platforms frequently visited by Indonesian people is e-commerce. Its presence not only provides an easier and more efficient shopping alternative but also creates significant business opportunities for developers and owners of technology companies. Through e-commerce, consumers can easily explore various products and services, while companies can leverage user data to improve marketing strategies and product development. Thus, the role of e-commerce is not only limited to buying and selling transactions, but also as a driver of growth and innovation in the technology ecosystem.

Shopee has its attraction in people's minds. Shopee is famous for its free shipping program throughout Indonesia. The free shipping program is a form of promotion carried out by the company by covering the costs of sending products to the buyer's address, but with certain conditions. Additional services with a free shipping policy have provided new opportunities to meet customer needs and increase company profits. Shopee's first appearance used the tagline "Free Shipping to All Indonesia," which attracted the public's attention because this program could benefit buyers. Shipping costs are not 100% free; it's just that Shopee subsidizes a certain amount of shipping costs, and the rest is paid by consumers. Until now, Shopee's free shipping program is still ongoing, but Shopee could one day stop this program or replace it with another promo. And there is a minimum purchase threshold so that delivery can be free. If a consumer buys a product but it is still below the minimum purchase requirement, then the consumer will not get free delivery. As time goes by, the conditions for fulfilling this program on Shopee are increasing, and each consumer is limited in their use.

Flash sales, as an integral part of modern sales strategies, offer products at discounted prices and limited quantities for a short period of time. Also known as "daily deals", flash sales provide customers with the opportunity to get special offers or discounts that are only valid for certain products for a limited period. Although they are able to attract the attention of the masses or potential consumers, challenges arise when companies fail to convert this attention into significant revenue. On the other hand, the shift in shopping behavior that makes shopping not only a necessity but also a form of social, entertainment and vacation has resulted in the phenomenon of impulse buying becoming increasingly common. As a

result, cognitively planned purchases have begun to decline, thus encouraging the perception that impulse buying is a socially acceptable behavior in various countries, both developed and developing.

This study covers a wide range of society and provides more representative results. As a center of trade and economy in East Java, Surabaya attracts significant interest in the use of online shopping applications such as Shopee, making it a relevant environment to understand consumer behavior in this context. In addition, good accessibility and adequate infrastructure in Surabaya facilitate the research process, and its relevance as an important market in the e-commerce industry in Indonesia adds strategic value to the selection of this city as a research location. Thus, Surabaya is the right choice to explore the dynamics between flash sales, free shipping, positive emotions, and impulse purchases amidst the use of the Shopee application, as well as providing valuable insights for the e-commerce industry and consumer research as a whole.

Based on the data analysis that has been described, it can be concluded that marketing strategies such as flash sales and free shipping offers have a significant impact on consumer impulse buying behavior. This is based on the finding that these offers are able to arouse positive emotions, such as joy and satisfaction, which then encourage consumers to make purchases without deep consideration. This phenomenon shows the importance of understanding consumer psychology in designing effective marketing strategies to increase sales and customer loyalty. purchases.

REVIEW OF LITERATURE

Marketing

According to Tjiptono and Diana (2020:3), marketing is the process of creating, distributing, promoting, and pricing goods, services and messages to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment.

Flash Sale

According to Damanik, F. T., Purba, P., & Purba, R. (2023) defines the flash sale promotion model is defined as the sale of products with large discounts that are limited by

time by the company owner. In addition, according to Syamsiyah, A. D., & Nirawati, L. (2024), it was revealed that Flash Sale is a development of price-off deals, which is a promotional tool for sales promotion. A flash sale is a promotion that directly lowers the price of a product for a limited time, and the number of products is also limited.

Free Shipping

According to Amalia & Wibowo (2019), free shipping promo is another form of sales promotion that uses various incentives to stimulate product purchases as soon as possible and increase the quantity of products purchased by consumers. Free shipping promo helps consumers who object to the total price charged through shipping cost discounts.

RESEARCH METHOD

This research method uses a quantitative approach. This is because the data collected in this study are presented in the form of numbers, and data analysis is carried out through mathematical calculations and statistical tests. This approach allows researchers to identify the relationship between the variables analyzed measurably and objectively, so that the results of the study can be interpreted more clearly and can be generalized. The type of research used in this study is associative research. This is because this study has the main objective of determining the relationship between the independent variables and the dependent variables. In addition, this study aims to build and develop a theory that can explain, predict, and control the symptoms of certain phenomena. Thus, the associative approach is very suitable for achieving these goals and providing in-depth insight into the interactions between the variables studied.

RESULTS AND DISCUSSION

Table 1
Results of Direct Effect Hypothesis Test

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|---|----------------------------|------------------------|-----------------------------------|---------------------|-----------------|
| Flash Sale (X1) → Positive Emotions (Z) | 0.011 | 0.022 | 0.128 | 0.087 | 0.930 |
| Flash Sale (X1) → Impulsive Buying (Y) | 0.350 | 0.356 | 0.074 | 4.756 | 0.000 |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| Free Shipping (X2) → Positive Emotions (Z) | 0.590 | 0.583 | 0.129 | 4.565 | 0.000 |
| Free Shipping (X2) → Impulsive Buying (Y) | 0.365 | 0.362 | 0.069 | 5.303 | 0.000 |
| Positive Emotions (Z) → Impulsive Buying (Y) | 0.248 | 0.246 | 0.051 | 4.830 | 0.000 |

Source: Data Processed with Smart PLS 4.0 (2024)

Based on the results of the Direct Effect hypothesis test in Table 4.14 above, the following results can be described:

1. The effect of the Flash Sale variable (X1) on the Positive Emotion variable (Z) produces a T Statistic of 0.087 and a P-Value of 0.930. Because the T-statistic value is smaller than the T Table value (1.782) and the P-value is greater than the significance level (0.05), it can be concluded that Flash Sale (X1) does not affect Positive Emotion (Z). Thus, the first hypothesis in this study is **rejected**.
2. The effect of the Flash Sale variable (X1) on the Impulsive Buying variable (Y) produces a T Statistic of 4.756 and a P-Value of 0.000. Because the T-statistic value is greater than the T Table value (1.782) and the P-value is less than 0.05, it can be concluded that Flash Sale (X1) affects Impulsive Buying (Y). Therefore, the fourth hypothesis in this study is **accepted**.
3. The effect of the Free Shipping variable (X2) on the Positive Emotion variable (Z) produces a T Statistic of 4.565 and a P-Value of 0.000. Because the T-statistic value is greater than the T-table value (1.782) and the P-value is less than 0.05, it can be concluded that Free Shipping (X2) affects Positive Emotion (Z). Thus, the second hypothesis in this study is **accepted**.
4. The effect of the Free Shipping variable (X2) on the Impulsive Buying variable (Y) produces a T Statistic of 5.303 and a P-Value of 0.000. Because the T-statistic value is greater than the T Table value (1.782) and the P-value is less than 0.05, it can be concluded that Free Shipping (X2) affects Impulsive Buying (Y). Therefore, the fifth hypothesis in this study is **accepted**.

- The influence of the Positive Emotion variable (Z) on the Impulsive Buying variable (Y) produces a T Statistic of 4.830 and a P-Value of 0.000. Because the T-statistic value is greater than the T-table value (1.782) and the P-value is less than 0.05, it can be concluded that Positive Emotion (Z) affects Impulsive Buying (Y). Thus, the third hypothesis in this study is **accepted**.

The following are the results of the hypothesis test for the Indirect Effect obtained from the Output Specific Indirect Effect using the SmartPLS 4.0 program in this study:

Table 2
Results of Indirect Effect Hypothesis Test

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|---|----------------------------|------------------------|-----------------------------------|---------------------|-----------------|
| Flash Sale (X1) → Positive Emotions (Z) → Impulsive Buying (Y) | 0.003 | 0.005 | 0.031 | 0.088 | 0.930 |
| Free Shipping (X2) → Positive Emotions (Z) → Impulsive Buying (Y) | 0.146 | 0.143 | 0.043 | 3.393 | 0.001 |

Source: Data Processed with Smart PLS 4.0 (2024)

Based on the results of the Indirect Effect hypothesis test in Table 4.15 above, the following results can be described:

- The effect of the Flash Sale variable (X1) on Impulsive Buying (Y) through Positive Emotions (Z) produces a T Statistic of 0.088 and a P-Value of 0.930. Because the T-statistic value is smaller than the T Table value (1.782) and the P-value is greater than 0.05, it can be concluded that Flash Sale (X1) does not affect Impulsive Buying (Y) through Positive Emotions (Z). Therefore, the sixth hypothesis in this study is **rejected**.
- The effect of the Free Shipping variable (X2) on the Impulsive Buying variable (Y) through Positive Emotions (Z) produces a T Statistic of 3.393 and a P-Value of 0.001. Since the T-statistic value is greater than the T-table value (1.782) and the P-value is less than 0.05, it can be concluded that Free Shipping (X2) affects Impulsive Buying (Y)

through Positive Emotions (Z). Therefore, the seventh hypothesis in this study is **accepted**.

CONCLUSION

The results of this study provide an interesting picture that certain factors, such as Flash Sale and Free Shipping, have a significant influence on consumer Impulse Buying on e-commerce platforms. Although Flash Sale can encourage impulse buying directly, this factor does not sufficiently influence consumer Positive Emotions. In contrast, Free Shipping not only increases consumers' positive feelings but also encourages impulse buying, both directly and through emotional influences. This suggests that the Free Shipping strategy can be a more effective tool in enhancing the shopping experience, which ultimately contributes to consumer impulse buying behavior. For further researchers, it is hoped that they can expand the scope of this study by considering other variables that can influence impulse buying and consumer emotions, such as product type, payment method, or consumer psychological factors.

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