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THE INFLUENCE OF LAZADA LIVE STREAMING AND FLASH SALES ON LAZADA USER PURCHASE DECISIONS IN CIREBON CITY

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Abstract

Even with the relentless introduction of digital marketing tools, e-commerce platforms are facing a noticeable plateau, evidenced by falling conversion rates and waning consumer enthusiasm. Lazada, a dominant market player, bets heavily on live streaming and flash sales to drive revenue, yet it remains unclear whether these high-level strategies actually resonate within specific local markets. Addressing this gap, this research explores the precise impact of these tactics on the purchasing behavior of Lazada users in Cirebon City. The study employs a quantitative methodology anchored in Partial Least Squares Structural Equation Modeling (PLS-SEM), drawing data from 120 local respondents who actively engage with these features. The results are decisive: live streaming significantly boosts sales, driven primarily by the immediacy of real-time interaction, the trustworthiness of the host, and the immersive quality of the broadcast. Flash sales also demonstrate clear effectiveness, successfully converting users by manufacturing urgency through time limits and scarcity. While both strategies combined account for a substantial portion of purchasing decisions, live streaming emerges as the superior influence in driving consumer action.

Keywords: Live Streaming, Flash Sale, Purchase Decision, E-commerce, Lazada

INTRODUCTION

From a managerial perspective, a company's survival in the digital age depends entirely on its agility. It is not enough to simply exist online; businesses must skillfully blend their promotional tactics with their distribution channels. E-commerce has fundamentally changed this dynamic. Platforms are no longer just digital cash registers; they have morphed into complex communication hubs. Lazada serves as a prime example of this shift within Indonesia. As a major distribution channel, it cannot rely on passive presence; it requires aggressive, evolving strategies to defend and grow its market share.

Live streaming commerce has emerged as a dominant force in digital promotion. This format allows hosts to broadcast in real-time while maintaining an active, two-way conversation with viewers. Putra and Hayadi (2024) highlight that specific features within these streams, such as trading tools and "meta-voicing", create a deeply immersive environment. When the production quality is high and interactivity is seamless, it stimulates both the emotional (hedonic) and practical (utilitarian) sides of the consumer's brain, often acting as the primary trigger for impulse buying.

Parallel to live streaming is the strategy of flash sales. This tactic operates on a simple psychological lever: scarcity. By setting strict time limits and restricting inventory, platforms manufacture a sense of urgency. While research combining flash sales with live streaming is still developing, Kapriani et al. (2025) confirm that flash sales alone are powerful drivers of spontaneous decisions. Moreover, Fitria et al. (2025) found that when flash sales are integrated directly into live broadcasts, they boost consumer confidence, creating a synergy that effectively accelerates purchasing behavior.

Impulse buying is defined by its lack of planning; it is a spontaneous reaction to an external cue. In the context of live streaming, Qonitah and Hayu (2025) observed that the "social" elements, such as the host's presence, immediate replies to comments, and celebrity endorsements, can rapidly shift consumer attitudes. This immediacy is crucial. As Putri et al. (2025) note, the real-time nature of the interaction is often the deciding factor that pushes a viewer to buy on the spot.

However, Lazada’s actual performance data from 2019 to 2024 contradicts this theoretical effectiveness. The platform is seeing a clear loss of momentum. This decline is visible across several metrics: slipping website rankings, slower growth in transaction values, and a drop in flash sale conversion rates. Additionally, viewer trust in streamers appears to be eroding. This trend suggests a fundamental shift in consumer psychology: shoppers are becoming more rational and critical, developing a resistance to the very digital triggers that used to work so well.

This discrepancy forces us to question the actual efficacy of live streaming and flash sales as behavioral drivers. National performance dips do not always reflect local realities, where consumer habits can differ drastically. A blanket statistic often hides the nuance of smaller markets. Therefore, it is critical to determine whether the purchasing fatigue seen nationally is mirrored among Lazada users in Cirebon City, or if this specific demographic operates under a different set of rules.

Driven by this context, this research examines how Live Streaming and Flash Sales, both individually and in combination, shape the purchasing choices of users in Cirebon. The objective is not just to see if they work, but to pinpoint which strategy carries more weight.

Beyond the immediate data, this study aims to add concrete empirical evidence to the field of digital marketing, specifically regarding live commerce and urgency-based tactics. Ultimately, the findings are intended to help e-commerce platforms move beyond generic policies and craft sharper, more adaptive strategies that actually resonate with the modern digital consumer.

REVIEW OF LITERATURE

Empirical evidence links impulsive buying in live commerce directly to the interplay of interaction and urgency. Feng et al. (2024) deconstruct this, revealing that spontaneous purchases are not random; they are shaped by a user's susceptibility to social influence, personal impulsiveness, and internal emotional shifts. Crucially, they identify scarcity and price perception as amplifiers moderators that intensify the connection between what the viewer sees and their sudden urge to buy, a dynamic that is central to how flash sales operate. Gong and Jiang (2023) shift the focus to the concept of product involvement. Their findings suggest that specific triggers, such as functional value, perceived scarcity, and the streamer's expertise, drive deep cognitive and emotional engagement. When combined with real-time audience feedback, these factors create a psychological compulsion that pushes the consumer from passive viewing to active, impulsive buying.

From a psychological perspective, Xia et al. (2024) utilize the Stimulus Organism Response (SOR) framework to explain how this works. They argue that live streaming does two things: it reduces uncertainty through authentic interaction, and it spikes emotional arousal through vivid presentation. These emotional states pleasure and arousal, act as the bridge between the screen and the wallet. This reframes live streaming not just as a sales channel, but as a trigger for psychological response.

Further supporting the importance of engagement, Chen et al. (2022) found that marketing tactics like anchor attributes and scarcity cues do not work in isolation. Instead, they function by boosting consumer involvement, which then mediates the final purchase decision. Finally, the human element remains the linchpin. Li et al. (2024) demonstrate that the streamer's ability to build trust and induce a "flow state" is decisive. In this context, the host's credibility and communication skills are not just supportive features; they are essential determinants of the purchase.

Wang et al. (2025) add a critical layer of complexity to this discussion by examining how streamer interaction works alongside flash sales. Their findings show that while interaction builds the trust and emotional excitement necessary to drive impulse buys, it is not an unchecked force. The consumer's fear of future regret acts as a psychological brake, dampening the urge to spend. This highlights a crucial nuance: even highly effective strategies like live streaming are not magic bullets; they still have to contend with the consumer's rational hesitation.

Collectively, the literature confirms that these strategies succeed by pulling specific psychological levers trust, urgency, scarcity, and engagement. However, most existing studies operate on a broad, general level, often overlooking regional differences. To validate these findings in a real-world setting, this research narrows the lens to Cirebon City. By examining Lazada users in this specific locale, the study aims to move beyond general

theories and provide concrete evidence of how these behavioral dynamics play out on the ground.

RESEARCH METHOD

To rigorously examine the impact of Live Streaming and Flash Sales on Lazada, this study employs a quantitative survey design. This methodological choice supports an objective, empirical test of the relationships between these marketing tactics and consumer behavior (Sugiyono, 2021). The target population consists of Lazada users in Cirebon City who have active experience with these specific features. Given the indefinite size of this user base, we applied purposive sampling to select 120 qualified respondents. According to Hair et al. (2014), this sample size provides sufficient statistical power for analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM).

The measurement instrument relies on a five-point Likert scale to capture user responses. We operationalized "Live Streaming" by assessing the streamer's credibility, the richness of the media content, and the intensity of interaction. "Flash Sales" were measured by their structural constraints: time limits, discount depth, and product scarcity. Meanwhile, the "Purchase Decision" variable tracks the full consumer journey, from identifying a problem to evaluating post-purchase satisfaction.

For the analysis, we utilized SmartPLS to evaluate both the outer (measurement) and inner (structural) models. The data underwent strict quality control through convergent and discriminant validity tests, alongside reliability checks using Cronbach's alpha and composite reliability. Finally, hypothesis testing focused on path coefficients and t-statistics to pinpoint the precise partial and simultaneous effects of the variables.

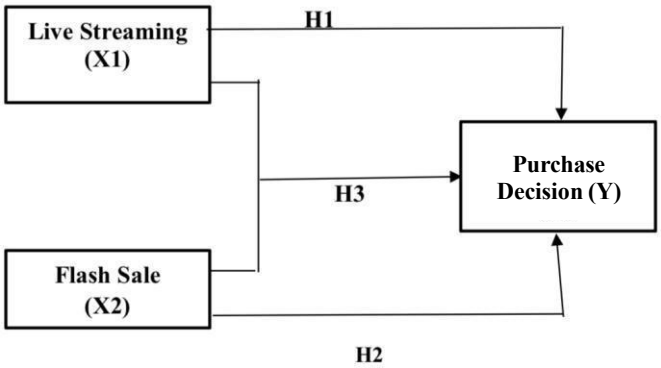
Research Hypothesis

Drawing upon the empirical consensus established by Gong & Jiang (2023), Feng et al. (2024), Xia et al. (2024), and Li et al. (2024), which confirms that real-time engagement and urgency are critical behavioral drivers, we propose the following hypotheses regarding Lazada users in Cirebon City:

- H1: Live streaming activities positively influence consumer purchasing decisions.
- H2: Flash sales serve as a significant positive driver of purchasing decisions.
- H3: The combined implementation of live streaming and flash sales collectively enhances purchasing decisions.

Research Model

The research model is structured to explicitly map the causal pathways between variables, anchored in established theoretical principles and our proposed hypotheses. The schematic below provides a visual representation of this framework:



Structurally, the framework establishes a direct link where Live Streaming (X_1) and Flash Sales (X_2) function as independent drivers acting upon Purchase Decision (Y). By applying PLS-SEM analysis, we aim to quantify exactly how these specific promotional tactics shape consumer behavior. Beyond statistics, the ultimate objective is to translate these model outputs into actionable, data-driven strategies that e-commerce managers can deploy to refine their digital marketing efforts.

RESULTS AND DISCUSSION

Respondent Characteristics

The study analyzed a pool of 120 Lazada users based in Cirebon City. As detailed in Table 1, the gender split is heavily skewed, with women accounting for 60% of the respondents (72 individuals) compared to 40% for men (48 individuals). This dominance suggests that in this specific market context, female consumers are the primary drivers of e-commerce engagement.

Table 1. Characteristics of Respondents by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	48	40	40	40
Femle	72	60	60	100
Total	120	100	100	

Source: Data Processing (2026)

In terms of age, Table 2 reveals a massive concentration in the 26–35 demographic. This group makes up nearly three quarters of the entire sample (74.2% or 89 individuals). It is a logical finding, as this "productive age" cohort typically combines active purchasing power with the high digital literacy needed to navigate online platforms effectively.

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
>35	15	12,5	12,5	12,5
17-25	16	13,3	13,3	25,8
26-35	89	74,2	74,2	100,0
Total	120	100,0	100,0	

Source: Data Processing (2026)

Regarding education, Table 3 paints a picture of a diverse user base, though it is anchored by high school (SLTA/Equivalent) graduates, who comprise 55% of the total. The rest of the sample is spread across other levels: 20.83% hold undergraduate degrees, 20.00% have primary to junior high schooling, and a niche segment of 4.17% possesses graduate qualifications. This variance confirms that Lazada's market penetration is not limited to the academic elite but spans a broad educational spectrum.

Table 3. Characteristics of Respondents Based on Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Graduate Degree	5	4,17	4,17	4,17
Sarjana	25	20,83	20,83	25,00
Primary-Junior High School	24	20,00	20,00	45,00
SLTA/Equal	66	55,00	55,00	100,00
Total	120	100,00	100,00	

Source: Data Processing (2026)

Evaluation of the Measurement Model (Outer Model)

We initiated the analysis by evaluating the measurement model to ensure that the constructs used were both valid and reliable. Figure 1 provides a visual map, displaying the specific correlations linking each indicator to its respective variable construct.

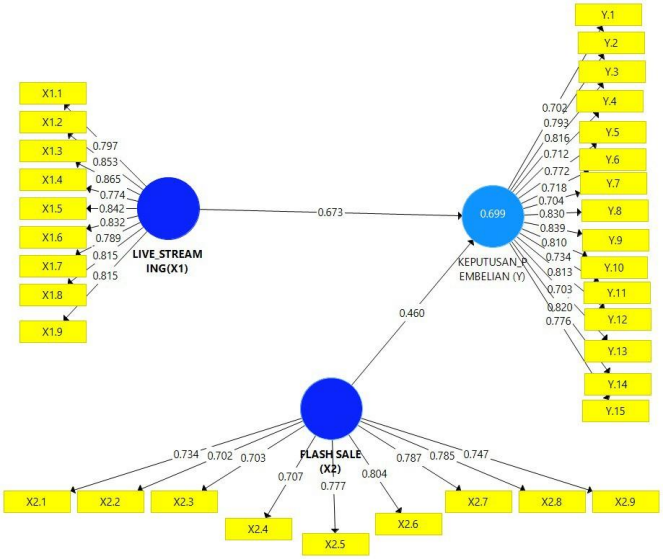


Figure 1. Measurement Model Scheme (Outer Model)

Table 4 breaks down the results for convergent validity and reliability. The data confirms that every construct achieved a Composite Reliability score above 0.70, alongside an Average Variance Extracted (AVE) higher than 0.50. Based on these thresholds, we can confidently state that the model meets the necessary standards for convergent validity.

Table 4. Reliability Test and AVE Results

Variable	*Composite Reliability*	*Average Variance Extracted* (AVE)
Live Streaming (X1)	0.949	0.673

Flash Sale (X2)	0.920	0.563
Purchase Decision (Y)	0.956	0.595

Source: Data Processing (2026)

We also inspected the outer loadings to further verify this validity. As the analysis shows, every single indicator hit or surpassed the 0.70 benchmark. Since no items fell below this critical cutoff, we retained the full set of indicators without the need to eliminate any variables from the study.

To ensure uniqueness, we tested discriminant validity using both the Fornell-Larcker criterion (Table 5) and the HTMT ratio (Table 6). The results were solid: the square root of the AVE consistently outscored the inter construct correlations, and all HTMT values remained safely under the 0.90 ceiling. This statistical evidence proves that each construct is distinct and not overlapping with others.

Tabel 5. Discriminant Validity (Fornell–Larcker)

Variable	Live Streaming (X1)	Flash Sale (X2)	Purchase Decision (Y)
Live Streaming (X1)	**0.821**		
Flash Sale (X2)	0.056	**0.750**	
Purchase Decision (Y)	0.699	0.497	**0.771**

Sumber: Data diolah (2026)

Table 6. Discriminant Validity (HTMT)

Variable	Live Streaming (X1)	Flash Sale (X2)	Purchase Decision (Y)
Live Streaming (X1)			
Flash Sale (X2)	0.085		
Purchase Decision (Y)	0.739	0.530	

Source: Data Processing (2026)

Finally, Table 7 presents the reliability checks via Cronbach's Alpha and Composite Reliability. Across the board, the constructs scored above the 0.70 requirement. These figures confirm that the research instrument is robust and maintains a high degree of internal consistency.

Table 7. Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Live Streaming (X1)	0.939	0.949
Flash *Sale* (X2)	0.903	0.920
Purchase Decision (Y)	0.951	0.956

Source: Data Processing (2026)

Evaluation of the Structural Model (Inner Model)

We moved on to the structural model assessment to verify the strength of the relationships and test the model's overall predictive power. As detailed in Table 8, the R-Square value offers a clear verdict. It shows that when combined, Live Streaming and Flash Sales account for 69.9% of the variance in Purchase Decisions, indicating that these two factors explain the vast majority of why users decide to buy.

Table 8. R-Square Value

Variable	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.699	0.694

Source: Data Processing (2026)

Table 9 breaks down the path coefficients to identify the direction of these relationships. The results confirm that both marketing tactics act as positive drivers for purchasing behavior. However, the intensity differs: while Flash Sales are effective, Live Streaming emerges as the far more dominant force in shaping consumer decisions.

Table 9. Path Coefficient

Relationship Between Variable	Path Coefficient
Flash Sale (X2) → Purchase Decision (Y)	0.460
Live Streaming (X1) → Purchase Decision (Y)	0.673

Source: Data Processing (2026)

This disparity is further clarified by the effect size (f^2) test in Table 10. Live Streaming records a massive effect size of 1.503, signalling a critical impact on the outcome. Flash Sales, while still significant with a score of 0.701, play a substantial but comparatively secondary role in driving the final purchase.

Table 10. Effect Size (f^2) Test Result

Relationship Between Variable	Nilai f^2	Kategori
Flash Sale (X2) → Purchase Decision (Y)	0.701	Besar
Live Streaming (X1) → Purchase Decision (Y)	1.503	Sangat Besar

Source: Data Processing (2026)

T Test and F Test

To validate our hypotheses, we executed a bootstrapping procedure within the SmartPLS 4 environment. This rigorous method allows us to assess the significance of the relationships in the model. The detailed breakdown of these partial test results is displayed in Table 11.

Table 11. Hypothesis Test (T Test)

Realtionship Between Variable	Original Sample (O)	T-Value	P-Value	Hypothesis
Live Streaming (X1) → Purchase Decision (Y)	0.673	13.419	0.000	Validated
Flash Sale (X2) → Purchase Decision (Y)	0.460	8.359	0.000	Validated

Source: Data Processing (2026)

The empirical evidence provides a clear verdict on the individual variables:

- Live Streaming proves to be a powerful driver, showing a statistically significant and positive influence on Purchase Decisions ($t = 13.419$; $p < 0.05$). Based on this strength, H1 is accepted.
- Flash Sales also perform effectively, demonstrating a confirmed positive impact on the decision-making process ($t = 8.359$; $p < 0.05$). Consequently, H2 is also accepted.

Regarding the simultaneous impact, the analysis recorded a calculated F-value of 136.0. This figure far surpasses the critical F-table threshold of 3.07. This wide margin confirms that when deployed together, the combined force of Live Streaming and Flash Sales significantly shapes the Purchase Decision.

Effect of Live Streaming on Purchasing Decisions

The t-test analysis detailed in Table 11 delivers a decisive verdict: Live Streaming (X_1) serves as a powerful catalyst for Purchase Decisions (Y) among Lazada users in Cirebon City. The statistical evidence is overwhelming, boasting a t-statistic of 13.419 and a perfect p-value of 0.000. This robust data fully validates hypothesis H_1, confirming that live broadcasts do far more than just showcase products, they actively build the confidence required to buy. The mechanism here is clear: the combination of real-time dialogue, detailed product breakdowns, and live demonstrations creates a layer of trust and engagement that static advertising simply cannot replicate.

These findings align perfectly with the work of Xia et al. (2024), who argue that social cues and media richness are essential for cutting through consumer hesitation. The results also lend strong empirical support to Social Presence Theory. The visible, active presence of a streamer builds a psychological bridge, an emotional connection that makes the viewer feel secure enough to commit to a purchase. In this sense, live streaming transcends its role as a mere promotional tool; it functions as a dynamic communication channel that directly shapes the decision-making process.

Effect of Flash Sale on Purchase Decisions

The hypothesis testing results in Table 11 provide equally compelling evidence for Flash Sales (X_2). The data reveals a statistically significant, positive link to Purchase Decisions (Y), underscored by a t-statistic of 8.359 and a p-value of 0.000. This statistical weight confirms that flash sales are not merely supplementary; they play a critical role in motivating the final transaction. Based on these results, we formally accept hypothesis H_2, validating the premise that urgency-based tactics are highly effective at pushing consumers from browsing to buying.

Psychologically, this strategy succeeds by manufacturing a perception of scarcity and immediate pressure. These elements trigger a compulsion to act quickly, effectively capitalizing on the Fear of Missing Out (FOMO), the specific anxiety that a valuable opportunity is about to vanish. These findings echo the conclusions of Karunia et al. (2025), who observed that such high-pressure environments tend to short-circuit rational deliberation, clearing the path for impulsive, rapid-fire purchasing behavior.

Within the specific ecosystem of Lazada, this tactic proves remarkably effective. The combination of deep discounts and strict, visible deadlines creates a level of responsiveness that standard, open-ended promotions simply cannot match. Consumers are clearly more reactive when they perceive an offer as finite. Consequently, flash sales stand out not just as a feature, but as a cornerstone strategy for driving volume and enhancing overall platform performance.

Effect of Simultaneous Live Streaming and Flash Sale on Purchase Decisions

The simultaneous F-test results are unequivocal. We calculated an F-value of 136.0, a figure that obliterates the standard critical table value of 3.07 at the 0.000 significance level. This massive statistical margin confirms that the combined force of Live Streaming and Flash Sales drives Purchase Decisions with far greater intensity than the sum of their parts. Accordingly, based on this overwhelming data, we accept hypothesis H_3 without reservation.

This result highlights a potent synergy between the two tactics. When integrated, they cover each other's blind spots. Live streaming does the heavy lifting by building trust and delivering the detailed product knowledge necessary to reassure the buyer. Once that

foundation is laid, the flash sale steps in as the accelerator, injecting the immediate urgency needed to convert that passive interest into a confirmed transaction.

These observations strongly mirror the conclusions of Wang et al. (2025), who argue that fusing social interaction with time sensitive pressure creates a heightened state of emotional arousal. This emotional spike is a key driver of purchase intent. Ultimately, the data proves that Lazada's dual strategy approach is not just theoretically sound, but practically effective in capturing the specific market dynamics of Cirebon City.

CONCLUSION

Based on the rigorous data analysis, the conclusion is evident: Live Streaming (X_1) and Flash Sales (X_2) are not merely features, but critical drivers of the Purchase Decision (Y). Partial testing confirms that Live Streaming succeeds by transforming the shopping experience, using interactive and informative broadcasts to actively stimulate consumer interest. Parallel to this, Flash Sales have been validated as a potent trigger for urgency, where the combination of time limits and scarcity successfully compels rapid buying behavior. Crucially, the simultaneous analysis reveals that these strategies function best in tandem. The integration of real-time social interaction with urgency, based pricing creates a compound effect, amplifying the purchasing stimulus far beyond what either strategy could achieve in isolation. Consequently, this study establishes that a cohesive dual strategy is essential for maximizing e-commerce performance. These insights provide a practical blueprint for business managers, offering a proven, adaptive approach to digital marketing that resonates with the psychological realities of modern consumers.

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