



## The Influence of Flash Sale and Live Streaming on Repurchase Intention Mediated by Impulsive Buying

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### **Abstract**

This study examines the effect of flash sales and live streaming on repurchase intention with impulsive buying as a mediating variable. Utilizing a quantitative approach, it investigates phenomena by collecting numerical data and analyzing it with statistical methods. The research population was TikTok Shop users, and the sample was drawn using the SEM (Structural Equation Modeling) method with a minimum of 100 respondents. Data were collected through questionnaires distributed online using Google Forms. Data analysis was conducted using the PLS (Partial Least Square) method using Smart-PLS 3.0 software, which allows testing measurement models and structural models simultaneously to test validity, reliability, and causal relationships between latent variables. The findings of this study reveal that both flash sales and live streaming have a positive and significant impact on repurchase intention. This indicates that effective flash sales and frequent live-streaming sessions can encourage consumers to shop again. However, when it comes to impulsive buying, flash sales and live streaming both have positive but insignificant effects, suggesting that these marketing strategies do not significantly drive impulsive buying behavior. Impulsive buying itself plays a crucial role, as it significantly influences repurchase intention, meaning that higher impulsive buying leads to an increased likelihood of repurchasing. Additionally, impulsive buying partially mediates the effect of live streaming on repurchase intention, while it fully mediates the effect of flash sales on repurchase intention. This suggests that impulsive buying acts as a pathway between these marketing strategies and consumers' repurchase behavior, particularly for live streaming.

**Keywords:** *Flash Sale; Live Streaming; Repurchase Intention; Impulsive Buying*

### **Introduction**

Communication technology that is increasingly advanced and developing fosters various influences for its users. The rapid development of technology and information in the digitalization era has made people have an instant lifestyle. People are always looking for practical ways to fulfill their daily needs. Changing times that require technological knowledge can be used and utilized by all parties, (Arikunto, 2006 in Pratiwi, 2013). The internet is a form of technological development that is currently a necessity for all people. The high use of the internet has the potential to create opportunities for businesses through internet access. One aspect that is positively affected by the rapid development of

technology is the aspect of trade, business actors present e-commerce and social media platforms as business alternatives in the modern era in line with dynamic market conditions and competitive competition. The convenience presented in shopping is time efficiency, without having to meet face to face customers can buy the desired items (Pratiwi, 2013).

Technological advances and internet developments have helped facilitate shopping activities for consumers to create consumptive shopping behavior for the community. This has a significant impact on the higher percentage of e-commerce usage in Indonesia, the number of e-commerce that has sprung up to create increasingly fierce competition between e-commerce in fighting for the first rank in various aspects. The main thing that business people must do is pay attention to the pattern of consumer purchasing behavior itself because, not all consumers act rationally in making transactions. Consumer satisfaction will be fulfilled if the service delivery process from service buyers to consumers is in accordance with what consumers perceive (Barsky, 1992 in Duygun, et al., 2014).

According to Zeitham et al (1996) Repurchase Intention is an individual's desire to continue applying the same product, as well as the desire to recommend related products to others. Hellier et al., (2003), says repurchase intention is the consideration of someone who repurchases services ordered from the same company, using considering the situation and possible situations. Repurchase intention is a consumer commitment that is formed after purchasing a product or service. This commitment arises because of consumer impressions of a brand, and consumers are satisfied with the purchase (Hickset al., 2005). From the above definition, it can be concluded that repurchase intention is an activity of a customer when making a first-time purchase and has a positive attitude, so that it will experience repeated purchases in the future.

In attracting consumer shopping interest, e-commerce companies are aggressively promoting by providing discounts to consumers. The promos given are very diverse, starting from free shipping vouchers, cashback, flash sales etc. Currently, the most popular sales promotion strategy is flash sale. Flash sale is a concept of product promotion to consumers by providing discounts in a very limited time. Unlike the application of discounts in general, the flash sale time limit is very tight only in a matter of hours. Flash sales will make many people feel that they will be able to own items that are priced above their means, so that they are not left behind in the ongoing product trends. According to (Zhang, Cheng, & Du, 2018) flash sale is a new business model that offers discounted products in a limited and short time.

## ***Methodology***

This study uses a quantitative approach with an associative research type to examine the influence of sports event tourism and event quality on destination image, which is mediated by tourist satisfaction on Lombok Island. The research population was TikTok Shop users, and the sample was drawn using SEM (Structural Equation Modeling) method with a minimum of 100 respondents. Data were collected through questionnaires distributed online using Google Forms. Data analysis was conducted using the PLS (Partial Least Square) method using SmartPLS 3 software, which allows testing measurement models and structural models simultaneously to test validity, reliability, and causal relationships between latent variables.

## ***Results and Discussions***

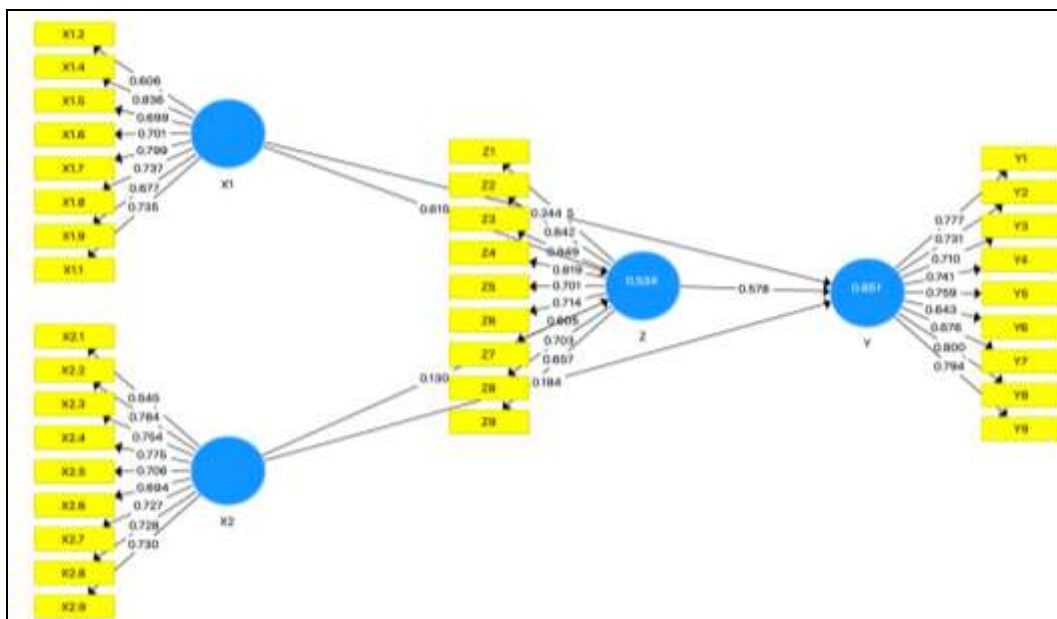
The discriminant validity test illustrates how far the variables or constructs that are built are different from other variables/constructs and are statistically tested. This test can be done by looking at the Fornell Larcker Criterion value in the Table below.

Table 1. Fornell Larcker Criterion Value

No.	Variables	Flash Sale	Live Streaming	Repurchase Intention	Impulsive Buying
1	Flash Sale	0,927			
2	Live Streaming	0,865	0,829		
3	Repurchase Intention	0,824	0,777	0,888	
4	Impulsive Buying	0,728	0,662	0,877	0,852

The table above shows the AVE root value of each Indonesian and Malaysian data variable on the diagonal axis, where all variables have an AVE root greater than their correlation with other variables so that the evaluation of the discriminant validity of the research variables is fulfilled.

The bootstrapping (percentile approach) is used to evaluate structural models or test hypotheses. The t-test is the statistical test utilized in this procedure. The t-values for 2-way testing (two-tailed test) are 1.96 (p-value = 0.05). The t-test requires a value of  $t_{statistik} > t_{tabel}$  or a significance value  $< 0.05$  to accept the hypothesis. The results of structural model testing are shown below:



Relationship between Variables	Coefficient	T-Statistics	P-Value	Description
H1: Flash Sale → Repurchase Intention	0,244	2,062	0,040	Accepted
H2: Live Streaming → Repurchase Intention	0,615	2,740	0,006	Accepted
H3: Flash Sale → Impulsive Buying	0,184	1,513	0,131	Rejected
H4: Live Streaming → Impulsive Buying	0,130	0,546	0,586	Rejected
H5: Impulsive Buying → Repurchase Intention	0,578	7,245	0,000	Accepted
H6: Flash Sale → Impulsive Buying → Repurchase Intention	0,356	2,594	0,010	Accepted
H7: Live Streaming → Impulsive Buying → Repurchase Intention	0,075	0,561	0,575	Rejected

### **The Effect of Flash Sale on Repurchase Intention**

Based on the results of statistical testing, it shows that in Indonesia flash sales have a positive and significant effect on repurchase intention. This means that the more effective flash sales are in encouraging consumers to shop again. This happens because flash sales create a sense of urgency and scarcity that encourages consumers to make immediate purchases, thereby increasing their likelihood of repurchasing in the future. Consumers in Indonesia tend to be responsive to offers of deep discounts within a limited period, as they feel they are getting more value from the transaction. In addition, the success of flash sales is often supported by aggressive and widespread promotion through various social media platforms and digital advertising, which reaches a larger audience and encourages higher participation. Furthermore, positive experiences during flash sales, such as getting products at very affordable prices or getting exclusive deals, create high customer satisfaction and increase their loyalty to a particular platform or store.

### **The Effect of Live Streaming on Repurchase Intention**

Based on the results of statistical testing, it shows that in Indonesia, live streaming has a positive and significant effect on repurchase intention. This means that the more frequent live streaming will encourage consumers to shop again. This happens because live streaming provides consumers with a direct and interactive experience, which allows them to see the product in detail, listen to reviews or testimonials directly from the host or influencer, and ask questions directly about the product. This interaction creates greater trust and comfort in consumers, allowing them to make more confident and informed purchasing decisions. In addition, live streaming often involves special offers or discounts that are only valid during the live session. This creates a sense of urgency and exclusivity that encourages consumers to shop quickly for the best deals. Consumers in Indonesia tend to respond positively to exclusive offers and limited-time pressures, as these add significant economic value.

### **The Effect of Flash Sale on Impulsive Buying**

Based on the results of statistical testing, it shows that in Indonesia, flash sales have a positive but insignificant effect on impulsive buying. This means that the implementation of flash sales does not affect consumer impulsive buying. This happens because, consumer culture in Indonesia tends to assess the value and benefits of a purchase more carefully. Although flash sales offer huge discounts and exclusive offers, consumers often still consider the value according to their needs and budget. They tend to be more cautious in making purchase decisions to avoid impulse purchases that may not suit their long-term needs. In addition, while flash sales create a sense of urgency with tight time limits for deals, consumers in Indonesia also tend to compare prices and product quality from various sources before making a purchase decision. They may seek more information or wait for better deals before committing to a purchase, which reduces the level of impulsive buying that may occur during flash sales.

### **The Effect of Live Streaming on Impulsive Buying**

Based on the results of statistical testing, it shows that in Indonesia, live streaming has a positive but insignificant effect on impulsive buying. This means that whether or not live streaming is done does not affect consumer impulsive buying. This is because live streaming in Indonesia often places an emphasis on consumer education and more in-depth product demonstrations rather than impulse stimulation. Hosts or influencers usually provide detailed information and answer consumers' questions, which may increase consumers' understanding of the product but does not necessarily drive impulsive buying decisions. In addition, while live streaming can create an engaging and entertaining atmosphere, marketing strategies that focus more on product information and added value rather than pressure to buy immediately are likely to be more effective in the Indonesian market. Consumers are more likely to respond positively to transparently presented education rather than impulse buying-oriented stimulation.

## **The Effect of Impulsive Buying on Repurchase Intention**

Based on the results of statistical testing, it shows that in Indonesia, impulsive buying has a positive and significant effect on repurchase intention. This means that the higher the impulsive buying of consumers will increase repurchase intention. This happens because, effective marketing strategies in utilizing impulsive buying behavior also play an important role. Strategic product placement, measured promotions, and the use of psychological techniques such as the creation of urgency or exclusivity of offers can increase consumers' tendency to make impulse purchases. This not only influences the purchase decision at the time, but also builds shopping habits that lead to repurchase intention in the future. In addition, the use of increasingly sophisticated technology and e-commerce platforms in Indonesia also facilitates impulsive buying. Ease of access, fast transactions, as well as intense interaction with products through social media and live streaming can accelerate the impulse buying process and strengthen the intention to return to shop from the same seller.

## **The Mediating Role of Impulsive Buying on the Effect of Flash Sale on Repurchase Intention**

Based on the results of statistical testing, it shows that in Indonesia, impulsive buying is able to mediate the effect of live streaming on repurchase intention. This means that flash sales on repurchase intention can be through impulsive buying. This happens because live streaming often offers exclusive and limited-time product offers. Offers such as big discounts or special promos delivered live via live streaming can trigger a strong emotional response from consumers. This impulse increases the likelihood of making impulse purchases, because consumers feel the need to make decisions immediately so as not to lose the opportunity. In addition, impulsive buying in the context of live streaming is often influenced by the direct interaction between the host or influencer and the audience. The use of live testimonials, product demonstrations or positive reviews can strengthen the influence of impulsive buying, as consumers are more likely to act quickly based on recommendations or influences they trust.

## **The Mediating Role of Impulsive Buying on the Effect of Live Streaming on Repurchase Intention**

Based on the results of statistical testing, it shows that in Indonesia, impulsive buying is able to mediate the effect of live streaming on repurchase intention. This means that live streaming on repurchase intention cannot be through impulsive buying. This happens because, live streaming in Indonesia is often used as a platform to promote products with attractive offers directly to consumers. Big discount offers, time-limited promos, and exclusive packages are often the attractions that trigger impulsive responses from consumers. The urge to act immediately to take advantage of the opportunities offered in live streaming can drive impulse purchases, as consumers feel the need not to miss out on attractive offers. In addition, the growing e-commerce environment in Indonesia supports a quick response to impulse buying. The ease of accessibility and the ability to make transactions online quickly increases the likelihood of engaging in impulse buying during live streaming sessions. Consumers can easily take advantage of special promos or discounts offered through digital platforms, without the need to leave the comfort of their homes.

## **Conclusion**

Based on the research results and discussion described above, the following conclusions can be drawn from this research:

1. Flash sales have a positive and significant effect on repurchase intention. This means that the more effective flash sales are in encouraging consumers to shop again
2. Live streaming has a positive and significant effect on repurchase intention. This means that the more frequent live streaming will encourage consumers to shop again.

3. Flash sales have a positive but insignificant effect on impulsive buying. This means that the implementation of flash sales does not affect consumer impulsive buying
4. Live streaming has a positive but insignificant effect on impulsive buying. This means that whether live streaming is done does not affect consumer impulsive buying.
5. Impulsive buying has a positive and significant effect on repurchase intention. This means that the higher the impulsive buying of consumers will increase repurchase intention.
6. Impulsive buying can mediate the effect of live streaming on repurchase intention. This means that flash sales on repurchase intention can be through impulsive buying.
7. Impulsive buying can mediate the effect of live streaming on repurchase intention. This means that live streaming on repurchase intention cannot be through impulsive buying.

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