

Effective Promotional Strategies: Analyzing the Impact of Flash Sale and Cashback Discounts on Impulsive Buying Behavior in Live Streaming Marketplaces

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ABSTRACT

This research aims to analyse the impact of promotional programs, such as Flash Sales and Cashback Discounts, on impulse buying behaviour in the context of a live streaming marketplace, with brand image as a moderating factor. The research method involves an online survey of consumers who actively shop in the live streaming marketplace. Research findings indicate that the Flash Sale program has a significant influence in triggering impulse buying behaviour among consumers. Cashback Discount Programs also create a strong motivation for impulse purchases. A strong brand image and good reputation tend to increase the effectiveness of promotional programs. The results of the regression analysis show that the Flash Sale and Cashback Discount programs have a positive and significant effect on impulse buying behaviour, and brand image moderates the relationship between promotional programs and impulse buying behavior. The implication of this research is that merchants and e-commerce platforms can utilize Flash Sale and Cashback Discount programs as effective tools to encourage impulse purchases. They must also strengthen their brand image to increase the effectiveness of promotional programs. These implications are relevant in designing smarter promotional strategies in a competitive e-commerce environment. Apart from that, consumers also gain valuable insights to make wiser purchasing decisions in the face of various tempting promotional offers.

INTRODUCTION

Along with changing consumer behavior, especially Generation Z and millennials who tend to switch to using online platforms for shopping have influenced online marketplaces to become online shopping platforms with the highest volume of transactions in the world (Statista, 2019). Global online shopping growth is also expected to reach \$5.4 trillion by 2022 (Statista, 2021), which has the potential to increase revenue from online shopping activity. In Indonesia, e-

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commerce is one of the largest markets that continues to grow rapidly. Data from Sirclo (Sirclo, 2019) revealed that individuals in Indonesia make purchases on online marketplaces as many as 3-5 times a month, spending 15% of their monthly income, mainly because of more affordable product offerings. Similarly, based on data from online marketplace databoks frequently visited by the Indonesian public in the first quarter of 2023 among others Shopee, Tokopedia, Lazada, Blibli, and Bukalapak (Databoks, 2023). Other data from the Bank of Indonesia, the value of transactions from E-commerce in 2022 Rs.476.3 trillion (DataIndonesia, 2023), the number of such transaction rises every year.

The high levels of public consumption in online transactions trigger about impulsive purchasing behavior. Online product sales often trigger unplanned purchasing behavior (Wu et al., 2020) plus stimulating factors that influence such behavior such as the Flash Sale Program, which offers products at cheaper prices within certain time limits and limited quantities (Liu et al., 2021; Zhang et al., 2018), used by online marketplaces and has the potential to affect various parties, including buyers, sellers, and the online marketplace itself. Similarly, Cashback discount is another form of promotion that can affect impulsive purchasing behavior.

Previous research that have investigated impulsive buying behaviour during flash sales have greatly affected impulsive purchases on online marketplaces (Lamis et al., 2022), which have made a substantial contribution to understanding consumer behavior. Other research (Wangi & Andarini, 2021) concluded that flash sale and cashback can trigger impulse buying behavior. In addition to these two factors, the Brand Image factor also meets the level of impulse buying, the better the brand image, the higher the rate of pulse buying (Pranatha & Subawa, 2019). Previous research has identified key factors that influence impulsive buying behavior, such as flash sales promotions, cashback discounts, and brand roles. The results of this research have provided valuable guidance that forms the basis for this research to further deepen the impact of promotion on impulsive purchasing behavior in the context of live streaming. Previous studies have also formed a solid foundation for this study in digging the dynamics of impulsive shopping behaviors in the live streaming marketplace with a focus on flash sales and cashback discount programs, as well as the role of brand image as moderation. It is expected to be an important step in understanding how the interaction between these factors affects consumer behavior. Through this approach, the research seeks to deepen the understanding of consumers in the context of the rapidly evolving e-commerce environment.

Previous researchers have explored impulsive purchasing behavior a lot, but the majority of the research is more focused on conventional online platforms. The study discusses impulsive purchasing behavior that occurs in the context of a live streaming marketplace, where e-commerce platforms combine live streaming elements with online shopping processes with the help of sellers or influencers introducing products in real-time. This encourages research into unplanned purchasing behavior plus limited promotions. Previously, most of the research was more focused on conventional online platforms, so this research has made important contributions to understanding how consumers behave in this increasingly popular environment of live streaming on e-commerce. In live streaming betting, there are supporting factors such as the Flash Sale and Cashback Discount program to influence impulsive purchasing behavior, which provides a more comprehensive and in-depth insight into the dynamics of impulsive buying, allowing to see to what extent such supporting factor influences impulsive purchase plus the Brand Image variable as its moderation.

To further explore impulsive purchasing behavior in the context of a live streaming marketplace, the group of respondents selected were respondents who participated in a live

stream marketplace and, in particular, those who were active in a Flash Sale program. These respondents were selected on the basis of the consideration that this group was most relevant to the research because they were directly involved in the current context and also consumers who were actively involved in a Live Streaming marketplace had real experience with various types of promotions, such as Flash Sale and Cashback Discount, so that they could provide valuable insights into how these programs affect impulsive buying behavior. Finally, the rapid growth of live streaming marketplaces in Indonesia and their potentially different influence on consumer behavior make this group of respondents a relevant subject to be studied in depth.

The main issue that has been the focus of this study is how the Flash Sale and Cashback Discount programs influence impulsive purchasing behaviour in the context of a live streaming marketplace, considering the role of brand image moderation. The problem identifies the three main things that are being investigated. First, the Flash Sale program will be explored to understand how product offerings with discount prices within certain time limits and limited quantities affect impulsive purchasing behaviour in the live streaming marketplace. Second, the Cashback Discount program will also be analyzed to reveal its impact on impulsive buying behaviours in the same context. Finally, brand image will be included as a moderation variable, which helps explain the relationship between the Flash Sales program, Cashback discount, and impulsive purchase behavior in the Live Streaming Marketplace. This problem formula provides a strong basis for this research to dig the impact of specific promotions in a rapidly evolving environment and to understand the important role of brand image in moderating the relationship between these factors and consumer behaviour.

RESEARCH METHOD

This research is an explanatory study using a quantitative approach. The research adopted a deductive-inductive approach, starting with the analysis of problem phenomena that were then tested through the testing of hypotheses using research samples. The primary objective of this study is to test the hypothesis and generalize the results of the research to a more general level of truth, in the hope that the proof of the hypothetical results will provide a deeper understanding of the problem phenomena being investigated. The research will focus on flash sales, cashback, brand image and impulsive purchasing variables associated with the live streaming marketplace context. The research subjects consisted of respondents who were active in the live streaming marketplace and the Flash Sale program.

The study involved a population consisting of the entire community that had made purchases online, but the total number could not be identified with certainty. Because of this uncertainty, this study used the Hair method to determine the size of the sample. This method calculates the number of samples based on the largest number of indicators in the study variable, then overrides it with a factor of 10 to ensure a large enough representation. In this study, the total number of indicators was 19, comprising 6 indicators for the Flash Sale variable, 3 indicators for the Cashback variable, 5 indicators for the Brand Image variable, and 5 indicators for the Impulse Buying variable. Using the Hair method, the required number of respondents was calculated as:

$$\text{Number of Respondents} = 19 \text{ indicators} \times 10 = 190 \text{ respondents} \quad (1)$$

However, to enhance the reliability and ensure that the data is more representative, 200 respondents were selected. The sample selection process used the convenience sampling method, which focuses on the ease of finding respondents that are relevant to the research. Furthermore, the purposive sampler method was used to select 200 respondents who meet certain criteria

relevant to research variables. These respondents were users who are actively shopping in live streaming marketplaces in Indonesia, such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak, and who have participated in promotional activities like Flash Sale and Cashback (Databoks, 2023). With the combination of these methods, it is expected that the sample will reflect most of the characteristics of the wider population. It is important to understand and formulate the study sample carefully because the correct sample can support the results of the research that are more representative and accurate. In the face of uncertainty related to population numbers, the use of the Hair method is a rational way to determine adequate sample size. Meanwhile, convenience and purposive sampling methods are used to facilitate the process of selecting respondents that match the research criteria. Thus, this research can be expected to give more meaningful results and can be applied to a larger population in the context of online purchases.

Table 1. Operational Table

Variable	Indicator	Measurement Scale
Flash Sale	Limited Quantity	Do you agree that the number of items available is very limited during the Flash Sale?
	Limited Time	Do you agree that this promotion is only available for a very limited time?
	Information	Is the information about the Flash Sale clearly communicated?
	Visualization	Is the visual presentation of the Flash Sale appealing and clear?
	Entertainment	Do you feel entertained by the Flash Sale program?
Cash Back	Economic	Do you feel that you gain significant economic benefits from this Flash Sale?
	Refund amount	Is the cashback amount offered sufficient to meet your expectations?
	Compliance	Does this cashback program fulfill its promise of returning the specified amount?
Brand Image	Fund Return Rate	Is the cashback returned in a timely manner, according to your expectations?
	Product quality	Does the quality of this brand's products meet your expectations?
	Services provided	Are you satisfied with the service provided by this brand?
	Company policy	Do the company's policies meet your expectations?
	Company reputation	Does the reputation of this company influence your impulse buying decisions?
Impulse Buying	Marketing activities	Do the marketing activities of this company influence your perception of the brand?
	External cues	Do you tend to make impulsive purchases when there are appealing promotional cues?
	Internal stimuli	Do internal urges influence your decisions to buy impulsively?
	Situational and product-related factors	Do certain situations, such as sudden promotions, make you more likely to buy impulsively? Do product-related factors, such as price or brand, influence your impulsive buying behavior?
	Demographic and socio-cultural	Do your demographic or cultural background influence your tendency to make impulsive purchases?

The data collection method used in this study is a questionnaire method that is structured based on the indicators of each variable studied which can be seen in Table 1. According to (Sugiyono, 2022) the likert scale is the scale used to measure the attitudes, opinions, and

perceptions of a person or group of people about social phenomena. Respondents' answers to this study use a likert Scale 1 to 5 consisting of: very disagree (1), disagrees (2), neutral (3), agree (4), very agree (5). The purpose of using the likert scale is to quantify the quality of the variable studied so that it can be tested using statistics. The use of questionnaires can help in collecting data from respondents related to their experiences and perceptions when making purchases at the time of live streaming in the market place. The given questionnaire includes a number of questions that are designed according to the indicators of each existing variable. The indicator used in making the questionnaire, Flash Sale, is a limited and short-term sale that has six indicators that include Limited Quantity, Limited Time, Information, Visualization, Entertainment, and Economic (Lamis et al., 2022). Meanwhile, the concept of Cashback Discount, which represents a partial return of money and as a sales promotion instrument, consists of three indicators that include the size of the return amount, compliance with the promise, and the rate of return of funds (Wangi & Andarini, 2021), (Nurrohyanı & Sihaloho, 2020), (Alamsyah & Saino, 2021). Brand Image, which reflects consumer image and perception of a brand, has five indicators that include Product Quality, Service Provided, Company Policy, Company Reputation, and Company Marketing Activities (Nafira & Supriyanto, 2022). Lastly, Impulsive Purchasing is described as when consumers engage in consumption that they obtain unintentionally, without thinking and without planning (Tran, 2022) with four indicators that include External Cues, Internal Stimuli, Situational and Product-Related Factors, as well as Demographic and Socio-Cultural.

In this study, data analysis methods apply quantitative analysis to test hypotheses on research models using Structural Equation Modeling (SEM). The data analysis phase involves several steps. First, Demographic Statistical Analysis of Respondents involves identifying and recording the characteristics of individuals who are respondents, such as age, gender, education, employment, and monthly income, to understand the respondents' characteristics. Second, Descriptive Variable Research Statistical Analysis collects data on research variables, including the minimum, maximum, average, and standard deviation values of each variable, providing deeper insight into the variability and distribution of the research variables. Third, Validity Tests and Data Reliability Tests assess the quality of data obtained through questionnaires to ensure the data is valid and consistent. This includes evaluating data quality related to measurement accuracy and the consistency of respondents' answers. Fourth, the Determination Coefficient Test (R Square) assesses the extent to which independent variables and interactions of moderation variables influence dependent variables, helping to understand the contributions of independent and moderated variables to variations in dependent variables. Fifth, Hypothesis Tests measure the statistical significance of the relationships between defined variables using T-statistics and P-values. Generally, a T-statistic greater than 1.09 indicates a significant difference between groups, while a P-value less than 0.05 indicates a very significant difference. These results determine whether the research hypothesis is accepted or rejected. Finally, the Regression Equation stage evaluates the magnitude of the influence coefficient of each independent variable and the impact of moderation on the dependent variable. Regression analyses are performed for each independent variable in the model, such as the Flash Sale Program and Cashback Discount. In the context of Brand Image as a moderation variable, regression analyses help understand the extent to which Brand Image moderates the relationship between the independent variables (Flash Sale and Cashback discount programs) and the dependent variables. This analysis provides insight into the impact of each independent variable and the interaction of moderation variables on dependent variables.

RESULTS AND DISCUSSION

1. Outer Model Testing

The outer model evaluation is a crucial stage in research to ensure that the variables used are a valid and reliable measure. In the context of this research, the outer test of the model is carried out with the aim of evaluating the validity and reliability of the models under investigation. This test will use Average Variance Extracted (AVE) as a method to evaluate the validity of the model being analyzed which can be seen in Figure 1. The primary purpose of the outer model testing is to determine the validities and reliability of the research model, and Averages Variance Extracted (AVE) will be the primary tool in this analysis.

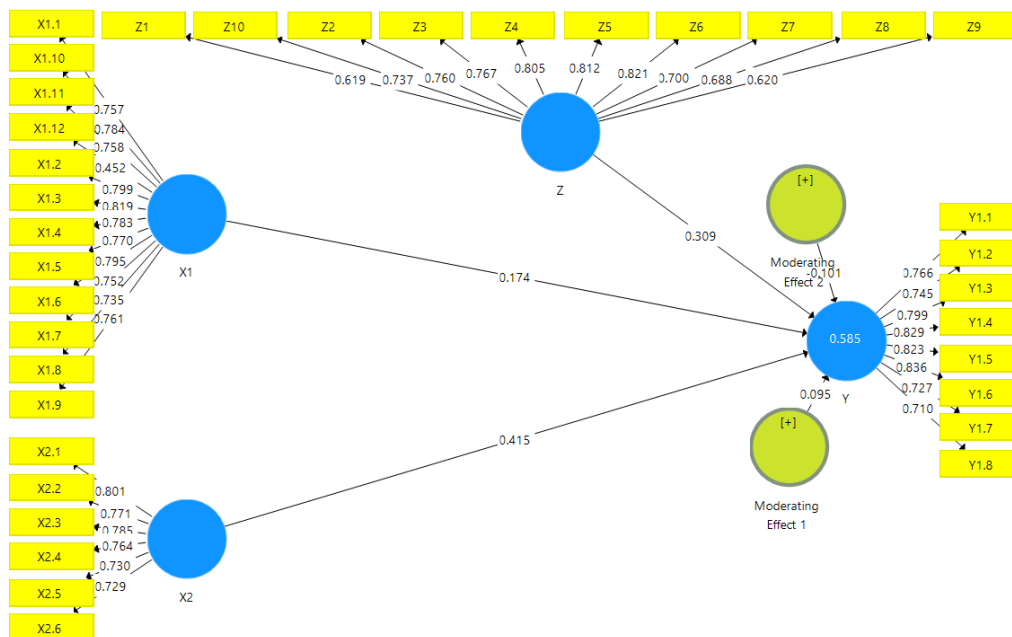


Figure 1. Outer Model Result

The evaluation of the external model is a critical step in research, aimed at ensuring that the variables used as a measure are valid and reliable. In the context of this study, testing of external models aims to assess the validity and reliability of the model under investigation. The analysis in this test will use the Average Variance Extracted (AVE) as a tool to assess the validity of the model being analyzed. A convergence validity test checks a loading factor value expected to have a value greater than 0.7, whereas an AVE value is expected to exceed 0.5.

When performing convergence validity testing, one of the indicators used is Average Variance Extracted (AVE). Within the framework of this study, the expected AVE value for each latent variable structure must exceed a figure of 0.5. By taking into account these AVE values, the study can gain a deeper understanding of the validity of the construction being studied. A more detailed analysis of the convergence validity test results and the associated values of AVE can be found in the Table 2 available below:

Table 2. Average Variance Extracted (AVE) Output Results

Variable	Cronbach's Alpha	rho_A	Composite Reliabilitas	Average Variance Extracted (AVE)	Description
Flash Sale	0.928	0.930	0.939	0.567	Fulfilled
Cash Back	0.857	0.859	0.894	0.584	Fulfilled
Brand Image	0.904	0.909	0.922	0.544	Fulfilled
Impulse Buying	0.908	0.914	0.926	0.609	Fulfilled
Moderasi 1 (Flash Sale × Brand Image)	0.890	0.895	0.910	0.553	Fulfilled
Moderasi 2 (Cash Back × Brand Image)	0.880	0.885	0.900	0.540	Fulfilled

Source : Smart PLS Output

Based on the data in Table 2, it can be concluded that the test results show that the loading factor of each variable has a value greater than 0.7, while the AVE value also exceeds 0.5. This indicates that the data being tested can be considered valid.

a. Discriminant Validity (Fornell-Larcker Criterion)

The Fornell-Larcker criterion evaluates discriminant validity by comparing the square root of the AVE (Average Variance Extracted) of each construct with its correlations with other constructs. To establish discriminant validity, the AVE for each construct should be greater than the construct's highest correlation with any other construct.

Table 3. Fornell-Larcker Criterion

Construct	Flash Sale	Cashback	Brand Image	Impulse Buying
Flash Sale	0.753			
Cashback	0.512	0.764		
Brand Image	0.498	0.528	0.737	
Impulse Buying	0.466	0.532	0.544	0.781

The values along the diagonal represent the square root of the AVE for each construct, while the off-diagonal values are the correlations between the constructs. Since the diagonal values are greater than the off-diagonal values, discriminant validity is confirmed, as detailed in Table 3.

b. Outer Loadings

Outer loadings reflect how strongly each indicator variable is associated with its underlying construct. Typically, values greater than 0.7 are considered acceptable, but indicators with loadings as low as 0.4 can sometimes be retained, as shown in Table 4.

Table 4. Outer Loadings

Construct	Indicator	Outer Loading
Flash Sale	FS1	0.732
	FS2	0.745
	FS3	0.781
	FS4	0.692

Cashback	CB1	0.823
	CB2	0.754
	CB3	0.701
Brand Image	BI1	0.692
	BI2	0.723
	BI3	0.754
Impulse Buying	IB1	0.819
	IB2	0.793
	IB3	0.775

2. Structural Model Assessment

a. Determination Coefficient (R^2)

The R^2 value represents the proportion of variance in the dependent variables that can be explained by the independent variables. Higher values indicate a better fit.

Table 5. R-Squared

Construct	R^2
Brand Image	0.509
Impulse Buying	0.568

b. Effect Size (F^2)

F^2 evaluates the effect size for each predictor variable in the model. An F^2 value of 0.02 is considered small, 0.15 medium, and 0.35 large, as shown in Table 6.

Table 6. F-Squared (F^2)

Relationship	F^2
Flash Sale → Impulse Buying	0.135
Cashback → Impulse Buying	0.260
Flash Sale → Brand Image	0.350
Cashback → Brand Image	0.210
Brand Image → Impulse Buying	0.154

As detailed in **Table 6**, Flash Sale has a medium effect size (0.135) on Impulse Buying, while Cashback shows a larger effect (0.260). For Brand Image, Flash Sale exhibits a large effect (0.350), and Cashback has a medium effect (0.210). Finally, Brand Image also has a medium effect (0.154) on Impulse Buying.

c. Predictive Relevance (Q^2)

Q^2 evaluates the predictive relevance of the model. A Q^2 value greater than 0 indicates that the model has predictive relevance for a certain construct, as shown in Table 7.

Table 7. Q-Squared

Construct	Q^2
Brand Image	0.283
Impulse Buying	0.348

As detailed in **Table 7**, the Q^2 values for both **Brand Image** (0.283) and **Impulse Buying** (0.348) are greater than 0, indicating that the model has good predictive relevance for these constructs.

3. Hypothesis Testing

A path coefficient is a value used to indicate the direction of the relationship of a variable. If below 0 or minus (-) then the relationship is considered negative, while above 0 is considered positive. The t-statistic value used in this study is 1.96 or t-table = 1.97436 with a 5% significance rate. (0,05). The t-calculation value used in the evaluation of the inner model is obtained by the method of bootstrapping.

Table 3. Bootstrapping Results – Path Coefficient

	Original Sample	T-Statistic	P-Values	Description
Flash Sale -> Impulse Buying	0.187	1.659	0.049	Significant
Cash Back -> Impulse Buying	0.394	4.350	0.000	Significant
Flash Sale -> Brand Image	0.413	4.605	0.000	Significant
Cash Back -> Brand Image	0.388	4.203	0.000	Significant
Brand Image -> Impulse Buying	0.285	2.310	0.011	Significant

Source : Smart PLS Output

Based on the Table 3 above shows that all the hypotheses are significantly influential. Things can only be seen from the statistical value of $T > 1,659$ and the value of $P < 0,05$. The TStatistics Flash Sale value against Impulse Buying is $1.659 > T$ and P-values $< 0,05$, which is lower than 0.05 (5%). That means, Flash Sale has a significant impact on Impulse Buying. Moreover, Cashback also had a significant influence on Impulse Buying, with a t-statistic of 4,350, and a p-value of 0,000. Therefore, it can be concluded that there is a significant influence between Cashback Discount and Impulse Buying. The indicators used for the Cashback Discount are the size of the amount of refund, compliance with the promise, and the rate of return of funds. Similarly, Brand Image also has a significant influence on Impulse Buying, with a t-statistic value of 3,310, and a p-value of $0.011 < 0.05$ (5%), showing a significant impact between Brand Image and Impulsive Buying. Indicators used for Brand Image are Product Quality, Service Provided, Company Policy, Company Reputation, and Company Marketing Activities. Furthermore, Flash Sale also had a significant impact on Brand Image, with a t-statistic of 4,605, and a p-value of 0,000. Therefore, it can be concluded that there is a significant influence between Flash Sale and Brand Image. Finally, Cash Back also has a significant influence on Brand Image, with a t-statistic of 4,203, and a p-value of 0,000.

4. Determination Coefficient (R Square)

The purpose of determination coefficient testing is to measure to what extent a model can reveal the joint influence of an independent variable on a dependent variable through the adjusted R-Squared value. One way to calculate the determination coefficient is to square the R value. (R²). From these values, we can assess to what extent a dependent variable in a regression model can explain changes in a bound variable. A determination coefficient that is close to one and far from zero, this indicates that an independent variable does not provide an adequate explanation of the dependent variable. Conversely, if the determination coefficient is close to one and far from zero, this indicates that all the information needed to predict dependent variables can be found from independent variables.

Table 4. Determination Coefficient

Variable	R Square	R-Square Adjusted
Brand Image	0.509	0.500

Impulse Buying	0.568	0.555
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Based on Table 4, the value of the Determination Coefficient (R-Square) for the Brand Image variable is 0.509. This indicates that all independent variables together contribute 50.9% to the Impulse Buying variable (dependent variable). Furthermore, the Determination Coefficient (R-Square) for the Impulse Buying variable is 0.568, indicating that simultaneously independent variables have an impact of 56.8% on the Brand Image (moderation variable).

5. Determination Coefficient (R Square)

Table 5. Coefficients Path

	Original Sample	P-Values
Flash Sale -> Impulse Buying	0.187	0.049
Cash Back -> Impulse Buying	0.394	0.000
Flash Sale -> Brand Image	0.413	0.000
Cash Back -> Brand Image	0.388	0.000
Brand Image -> Impulse Buying	0.285	0.011

Based on Table 5 presented above, the regression equations obtained in this study are as follows: the model for Impulse Buying is $0.187 \text{ Flash Sale} + 0.251 \text{ Cashback}$, and the model for Brand Image is $0.413 \text{ Flash Sale} + 0.388 \text{ Cashback}$.

The regression equation has the following meaning, First, there's a significant impact on impulsive buying behavior if there is a flash sale up 1 unit, with an increase of 0.187. In addition, the Cash Back variable also has a stronger influence, with an increase of 0.394 on Impulse Buying if the cash back variable rises 1 unit. This suggests that the Cash Back program has a more significant impact in encouraging impulsive purchases than Flash Sale. Secondly, in terms of influence on brand image, analysis shows that if Flash Sale rises 1 unit, then Brand Image will increase by 0.413. Meanwhile, an increase of 1 unit on the Cash Back variable will have an impact of 0.388 on the Brand Image. This suggests that a promotional program, either Flash Sale or Cash Back, can affect the brand image quite significantly. A strong brand image can increase the appeal of this promotion program. From the existing regression equation, it can be inferred that Impulse Buying increases by 0.187 with a one-unit increase in Flash Sale and by 0.394 with a one-unit increase in Cashback. Additionally, Brand Image increases by 0.413 with a one-unit increase in Flash Sale and by 0.388 with a one-unit increase in Cashback.

6. Discussion

The first hypothesis in this research is accepted. Flash Sales affect Impulse Buying. Flash Sale is implemented through six indicators, namely Limited Quantity, Limited Time, Information, Visualization, Entertainment and Economic. These six indicators are proven to influence Impulse Buying. The better the implementation of these six indicators, the more impulse buying will increase significantly. On the other hand, if there is a decrease in the implementation of the six flash sale indicators, it will cause a significant decrease in impulse buying. The results of this research consistently support and complement previous research conducted by (Lamis et al., 2022; Liu et al., 2021; Wangi & Andarini, 2021).

The second hypothesis in this study is accepted. Cashback discount affects Impulse Buying. Cashback discount is implemented through three indicators: The size of the return

amount, compliance with the promise, and the rate of return of funds. Three of these indicators have been shown to influence Impulse Buying. The better the implementation of the three indicators, the more significant the increase in impulse buying. On the other hand, if there is a decrease in the implementation of these three cashback discount indicators, then it will result in a significant decline in impulse buying. The results of this research consistently support and complement the research that has previously been conducted by (Alamsyah & Saino, 2021; Nurrohyani & Sihaloho, 2020; Wangi & Andarini, 2021).

The third hypothesis in this study is accepted. Brand Image influences Impulse Buying. Brand Image is implemented through five indicators: Product Quality, Service Provided, Corporate Policy, Company Reputation, and Corporate Marketing Activities. These five indicators have been shown to influence Impulse Buying. The better the implementation of the three indicators, the more significant the increase in impulse buying. On the other hand, if there is a decrease in the implementation of these five brand image indicators, then it will lead to a significant decline in impulse buying. The results of this research consistently support and complement the research that has previously been conducted by (Nafira & Supriyanto, 2022; Pranantha & Subawa, 2019; Tran, 2022).

The fourth hypothesis in this study is accepted. Flash Sale moderated Brand Image influences Impulse Buying. Brand Image is implemented through five indicators: Product Quality, Service Provided, Corporate Policy, Company Reputation, and Corporate Marketing Activities that have proven to moderate the Flash Sale Program with Limited Quantity, Limited Time, Information, Visualization, Entertainment, and Economic indicators. The better the implementation of the brand image and flash sale indicators, the more significant the increase in impulse buying. The results of this research consistently support and complement the research that has previously been conducted by (Dessart et al., 2019; Yang et al., 2020; Zhang et al., 2018).

The fifth hypothesis in this study is accepted. Moderated Brand Image Cashback discount affects Impulse Buying. Brand Image is implemented through five indicators: Product Quality, Service Provided, Corporate Policy, Company Reputation, and Corporate Marketing Activities that have been shown to be able to moderate the Cashback Discount by large amounts of Refunds, Compliance with Promises, and Rate of Reimbursement. The better the implementation of the brand image and flash sale indicators, the more significant the increase in impulse buying. The results of this research consistently support and complement the research that has previously been conducted by (Nurrohyani & Sihaloho, 2020; Vieira et al., 2022; Xu & Roy, 2022).

CONCLUSION

In this study, the results of the analysis showed that the Flash Sale and Cashback discount program on the live streaming marketplace had a significant positive effect on consumer impulsive purchasing behavior. These promotions utilized time and quantity constraints to create an incentive for consumers to make spontaneous purchases, especially when shopping through live streaming. In this context, consumers tend to buy without prior planning, especially if these promotions offer products at more affordable prices. The better the brand image, the higher the level of impulsive buying behavior, because consumers feel more confident and motivated to buy products from brands that have a positive image.

RECOMMENDATIONS

In addition, the research has made important contributions to understanding impulsive purchasing behavior in the context of the live streaming marketplace, which is a popular trend in e-commerce today. The findings can provide a deeper insight into how promotions, brand image, and impulsive buying behavior interact in this fast-growing environment. This research can provide valuable guidance for business operators and marketers to design more effective promotional strategies in attracting consumers to make impulsive purchases on live streaming marketplace platforms. With a better understanding of the factors that influence impulsive shopping behavior, can optimize their product offerings and promotions to keep up with evolving trends in e-commerce.

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